🧱 Design briefing – Phase 1: Startelfliga

Project: Future Factory
Objective: Visual and functional implementation of the start environment for the first 10 match days
Implementation: Variant 2 – pre-rendered room backdrops, realistic UI integration, camera-based transitions
Format: 16:9, focus on desktop & team screen
Style: realistic, sporty, high-quality, photo-based – no comic or game look

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🌍 1. World overview ("Erxleben World")

Purpose

Visual entry point into the learning world, presentation of all three leagues.

Content & requirements:

- Photorealistic aerial view with three stadiums
- Left stadium = starting eleven league, actively clickable (others may be dimmed/locked)
- 3 UI areas with league names: Startelfliga, Taktgeberliga, Spielmacherliga
- Style: realistic, structured, documentary

Deliverables:

- 1 mockup image (PNG/PSD, 4K)
- UI zones as overlay elements (SVG or PNG)
- Optional: Hover states, locked symbols for inactive leagues

2. Dashboard (start screen for match days 1–10)

Purpose

Central starting point for match day control in the starting eleven league.

Contents & requirements:

- Room design: Dark blue preparation room with "MATCHDAY X" screen, tactics board on the left
- Space on the right for Coach Klaus (keep clear, no embedded avatar)
- Buttons: "START MATCH DAY," progress bar, review access
- Video overlay embedded over real room space (e.g., LED screen)
- No floating UI panels – everything visually integrated into the room in a logical manner

Deliverables:

- 1 mockup image (4K, frontal)
- 1 UI layer with interactive elements
- 1 version without coach embedding

🏟️ 3. Rooms of the Startelfliga

Principle:

Each match day uses **two rooms**. The change is deliberate and dramaturgically embedded.

Room types & functions:

Room	Function (didactic & visual)
Cabin	Emotional introduction, conclusion, address by coach
Gym	Activation, action, decision
Trainer's office	Reflection, strategy, self-analysis
Press	Change of perspective, communication, feedback effect

Room layout:

- Fixed frontal perspective
- Right-hand side of screen left blank for avatar coach
- Appropriate materials: concrete, wood, LED, rubber
- Colors: dark blue, orange, forest green, beige

▦ 4 room changes per game day

Principle:

Each game day includes **a room change**. Two rooms = two phases of the learning journey.

Example structure:

Game day	Room 1	Room 2	Function
1	Cabin	Trainer's office	Self-image → Goal setting
2	Gym	Changing room	Activation → Team transfer
3	Coach's office	Press conference	Strategy → Effect
4	Gym	Coaching office	Implementation → Self-reflection
5	Changing room	Press conference	Speech → Statement
6	Coach's office	Locker room	Analysis → Processing
7	Gym	Press conference	Action → Positioning
8	Cabin	Gym	Review → Forward thinking
9	Coach's office	Cabin	VAR zone → Emotional anchoring
10	Changing room	Press conference	Conclusion → Outlook

Transitions:

- 1x per match day, between rooms 1 and 2
- Duration: **5–8 seconds**, 24 fps, 16:9
- Frontal camera movement, no morphing
- No avatar visible

🎬 5. Video overlay integration

Principle:

All videos (e.g., Coach Klaus, clips) are **integrated** as **overlays**, but positioned so that they appear to be **part of the room** (e.g., on a screen, board, projection).

Requirements:

Aspect	Specification
Position	Always on the left or in the center, **not on the right**

Aspect	Specification
	(reserved for Coach Klaus)
Display surface	e.g., LED screen, projection screen, whiteboard, visible in the room design
Proportion	16:9, max. 70% width, firmly integrated into the perspective space
Player UI	Optional, minimally visible, CI-compliant (blue/orange)

🧠 6. Design system & style guidelines

Element	Guideline
Font	Manrope or Inter
Colors	#0D1E33 (dark blue), #ED6A32 (orange), #1C4532 (forest green), #F5F0E6 (beige)
Textures	Wood, rubber, concrete, LED, fabric
UI style	UI always logically embedded in space (no floating interfaces)
Image style	Documentary, high-quality, sporty and authentic

📦 7. Deliverables overview (phase: Startelfliga)

Area	Elements
World overview	1 image + UI zones (hover-enabled)
Dash	1 mockup + UI layer + avatar zone
Rooms (4 room types × 10)	2 rooms each × 10 = 20 mockups
Transitions Room changes	10 videos, each 5–8 seconds
Video overlay areas	visually prepared for each room
Design system	Fonts, colors, UI components