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DESIGNER



EXTERNAL PROJECT: GIRLSPLAY LAX TOURNAMENTS

Lone Star College - Spring 2024

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IMED 1316 Web Design I



Project Proposal:

This proposal covers what would be considered Phase I of the website development of a public facing informational website that provides a central location to let potential teams find out about the multiple upcoming events hosted by GirlsPlay Lax Tournaments.

Goals, Needs and Objectives:

INFORMATION:

- Name of Organization: GirlsPlay Lax Tournaments
- Address: Kingwood, Texas
- Contact Information:
 - *Phone: 281-608-9802*
 - *Email: thesauceguy@htxlax.com*

DESCRIPTION:

This is an auxiliary offering from an existing 501(c)(3) organization that hosts female/girls only lacrosse tournaments in the Texas area. There is a potential need for a message board system to help individual players who may want to play in the tournament, but do not have a team attending, so they would guest play with other teams attending. This small (<10 tournaments/year), emerging facet of the organization is currently unorganized and has difficulty marketing, growing and managing the events due to using direct contact (word of mouth) methods.

STATEMENT OF NEED:

The need of the client is to provide a public-facing, single point of information for the 3-4 annual lacrosse tournaments that they host. A possible future need identified is a cohesive space for hosting multiple plug-in portals (i.e. Stripe for collecting payments/registration fees, USA Lacrosse for insurance verifications of players, Impress Athletics for merchandising to the players and League Apps for roster building/reporting) to collect and maintain data used for teams to participate in the tournaments. In addition, potentially linking-up to local hotel/motels for booking group block rooms and chamber of commerce for advertising other community events occurring. Currently, there are varying and disorganized methodologies for paying registration fees (Paypal, personal checks, credit cards, Venmo).



GOAL:

To create a single point of publicity for a small, emerging girls lacrosse tournament company to inform about upcoming events in the local (Texas) area. A website that is streamlined and simplified for Girls Recreation/Community Teams and for-profit girls travel clubs to find information, e-commerce, etc. for these events and to be able to (eventually) register, verify insurance, build/report rosters and access merchandise platforms.

OBJECTIVES:

1. To establish a basic landing page for tournament information.
2. To create a place to plug-in pages for registration (possibly in another phase of roll-out)
3. To create a centralized space to display marketing and social media links.
4. To create a centralized space for Chamber of Commerce, lodging, merchandising and game film/vendors to be contacted prior to the tournaments.

TARGET AUDIENCE:

- Recreational/Community Girls Lacrosse Teams in Texas
- For-profit Girls Travel Clubs of Texas
- Individual female lacrosse players, ages 12-32

COMPETITORS REFERENCE SITES:

- Bitter Lacrosse - <http://www.bitterlacrosse.com>
- Victory Events - <https://victoryeventseries.com/>
- Prime Time Lacrosse - <https://primetimelacrosse.com/>
- McKinney Lacrosse - <https://mckinneylacrosse.com/>

Suggested Color Scheme:



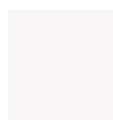
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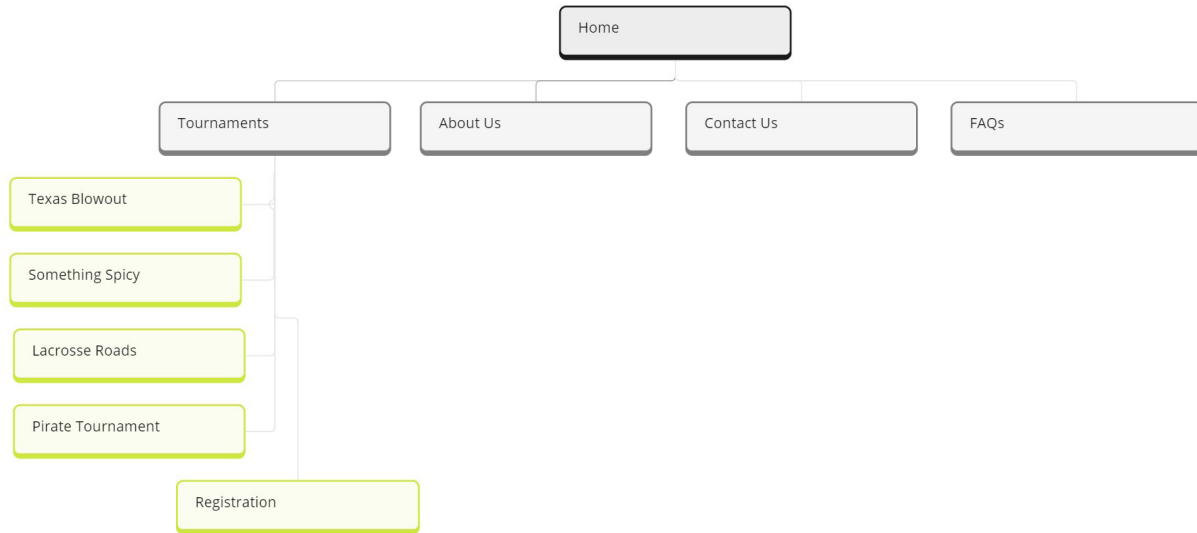
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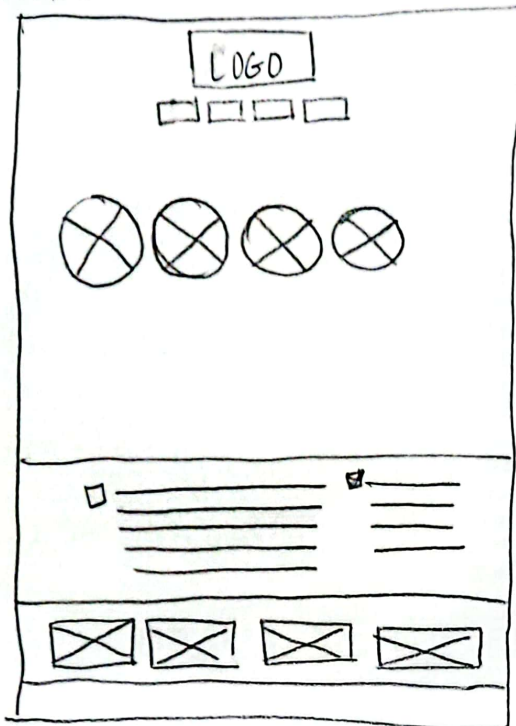


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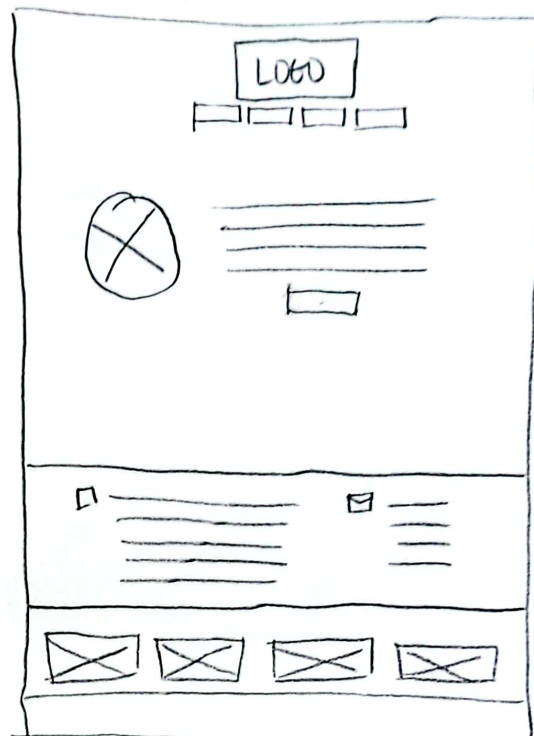


Wireframe:

HOME



TOURNAMENT PG





Wireframe (cont.):

FAQ/CONTACT/ABOUT

A hand-drawn wireframe for a page titled 'FAQ/CONTACT/ABOUT'. At the top, there is a 'LOGO' placeholder. Below it, the word 'Title' is written next to a large rectangular area containing several horizontal lines, representing text. To the right of this text area is a square placeholder with an 'X' inside. At the bottom of the page, there are two columns of horizontal lines, each preceded by a small square icon, representing a list or menu. The footer consists of four square placeholders, each with an 'X' inside.

REGISTRATION

A hand-drawn wireframe for a page titled 'REGISTRATION'. At the top, there is a 'LOGO' placeholder. Below it, a large gray rectangular area is labeled 'PLUG-IN'. Inside this area, there are several horizontal lines and a square placeholder with an 'X' inside. Below the gray area, there are two columns of horizontal lines, each preceded by a small square icon, representing a list or menu. The footer consists of four square placeholders, each with an 'X' inside.