

Paul Stanfield

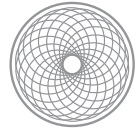
Major Project Proposal

Prepared for: DES511 Lecture Team (Christopher Murphy & Nicklas Persson)

Prepared by: Paul Stanfield, B00447788

9th January 2013

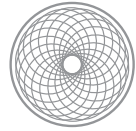
DES511 | IMD Final Year



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Proposal

Lift Pitch

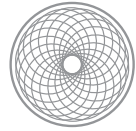
A start-up business that will sell a limited edition line of contemporary designed football related t-shirts to lovers of the beautiful game. The business will create stylish designs available for purchase via a website which also allows user interaction to contribute to future designs of t-shirts through crowd sourcing. (52 Words)

Summary

The start-up business, which at this point in time will be named 'Cut Football' will be in the form of a website that allows the purchase of designed t-shirts based on football. An example of a t-shirt design, which would be available for purchase would be a design that is based on the iconic hair of Everton and Belgium footballer Marouane Fellaini. The designs will defer from other football t-shirts on the market as a result of the design coming from a designer's point of view which will secure a high quality of work. The t-shirts will be bought through a responsive website that offers an easy user path for payment, making purchasing simple across a number of devices. The website at launch will have a limited selection of t-shirts for sale with future designs of t-shirts being made based on the ideas of the public through crowd sourcing ideas through poll taking on the website. This will allow for a new t-shirt to be unveiled for purchase each month with previous t-shirts still being able to be purchased until they go out of stock. I think the business will generate a lot of interest and become a success because of the user interaction which will feature on the website that will allow viewers to purchase well designed contemporary t-shirts based on other fans ideas instead of buying poorly designed cheap quality t-shirts such as that bought on match days outside stadiums. (253 Words)

Target Market

Cut Football's target market will be lovers of football of all age, gender and nationality. Football is a universally loved game and as such the designs being created for purchase will cater to a universal audience as well. However the target market will not just be tailored to football fans, perhaps you are looking a gift for a friend or a loved one with a keen interest in football? Perhaps you just appreciate good design and want to support it? Cut Football will be tailored to these audiences as well by providing an accessible and informative website experience no matter what your affinity to football. (105 Words)



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Research Summary

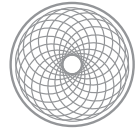
The research undertaken to aid this project involved me looking into elements that I will need to consider to make this proposal a reality. This consisted of looking into responsive web design and the latest web standards of HTML5 in order to help me with the accessibility and usability of the website as well as reading literature relating to managing oneself and producing ideas for projects in order to improve my creative process. I also conducted research into my competitors in terms of other companies selling football related apparel and how I could effectively compete with them to make my business successful. I have looked into effective ways to create t-shirt designs and how to fund the project to get said designs available for purchase in a tangible format to a high quality. My research also lead to me looking at how to effectively build an online shop that focused on optimizing the purchasing experience on the website and how to effectively brand my project in order to create a experience which has a unique and contemporary identity. I also collected public opinions on my project through the gathering of data by means of questionnaires relating to ideas for t-shirts, favorable t-shirt sizes and preferred payment options. (210 Words)

Technologies Used

I will be building the website using Wordpress which will incorporate responsive design. This will allow my website to be easily updated with new products and be easily accessible across a number of devices. I have decided against opting for an e-commerce platform such as Shopify for my website due to the limited amount of items I will have for sale meaning that there is no need for a large store. I have chosen to adopt PayPal as the websites payment method due to the results of my questionnaire's relating to the matter as well as the seamless paying experience. (101 Words)

Conclusion

In essence I am enthusiastic and passionate about my project from an educational, entrepreneurial and personal perspective. I feel the project will help me learn new skills relating to web and graphic design whilst also allowing me to gain an understanding of running my own business. The fact that this project relates to a personal passion of mine means that I am keen to see it succeed beyond my time at university, with a goal of mine being able to take this project and grow it into a successful and enjoyable long term business. I think that with the passion and drive that I have for the areas of design, entrepreneurship and football that this is a perfect project for me to become immersed in for my final year project and I look forward to tackling the challenges that will arise head on. (143 Words)



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Bibliography

Websites

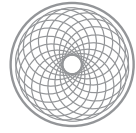
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- James Young, 2004. A Technique for Producing Ideas. 1st Edition McGraw-Hill: McGraw-Hill.

Special Mentions

- Thanks to the Standardistas for their DES511 Lectures, Workshops, Seminars & Tutorials
- Thanks to Gabriel Muldoon for his Guest Lectures & Seminars



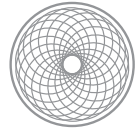
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Appendices

Information On Appendices

The appendices contains all supplementary material which relates to the major project proposal, this includes the following;

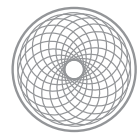
- Word Count For Proposal Sections
- Gantt Chart
- Site Map
- Wireframes
- Flowcharts
- Concept Designs For Apparel
- Sample Questionnaires



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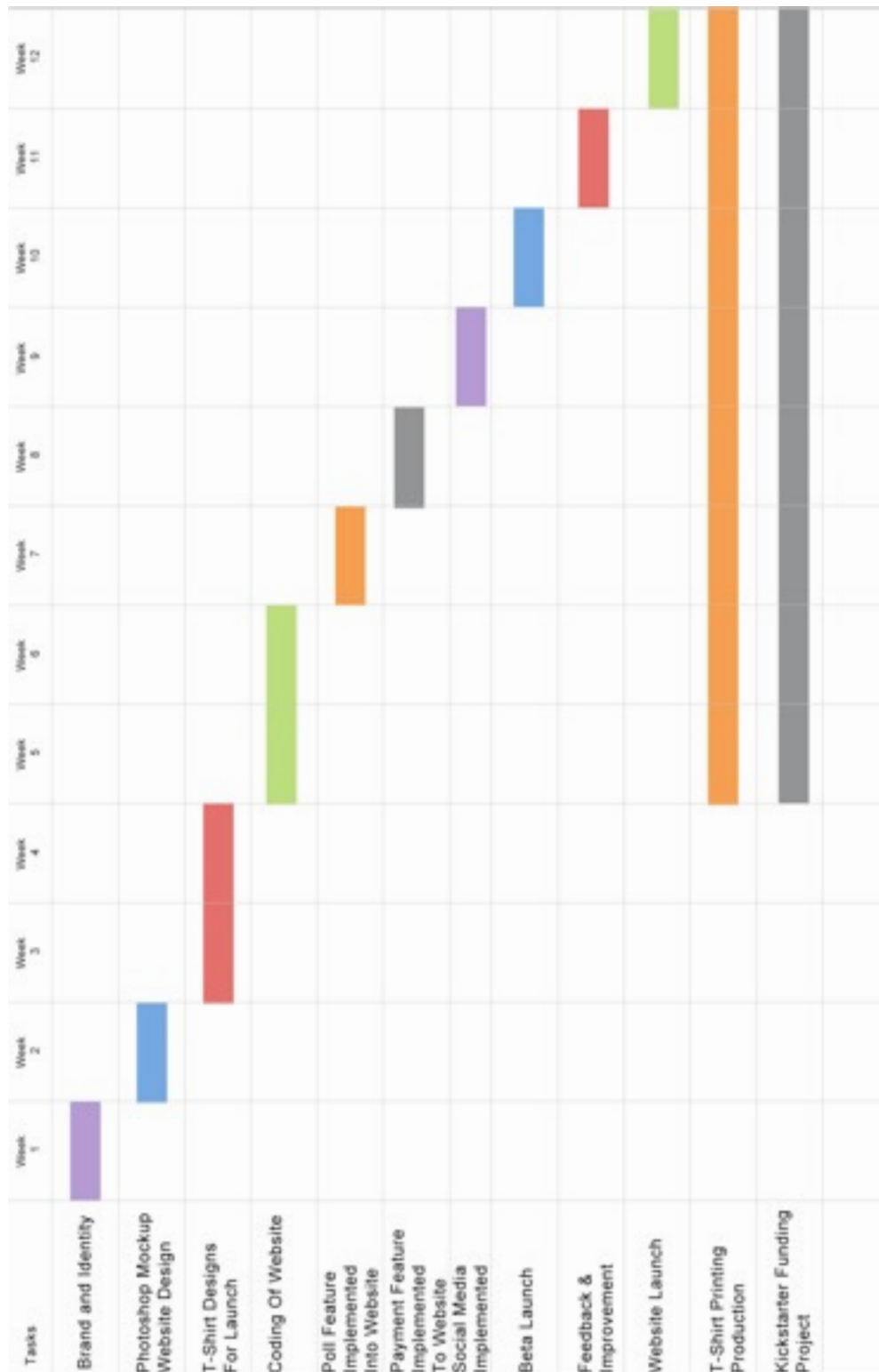
Word Count For Proposal Sections

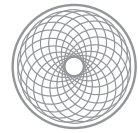
- Lift Pitch - 52 Words
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- Technologies Used - 101 Words
- Conclusion - 143 Words



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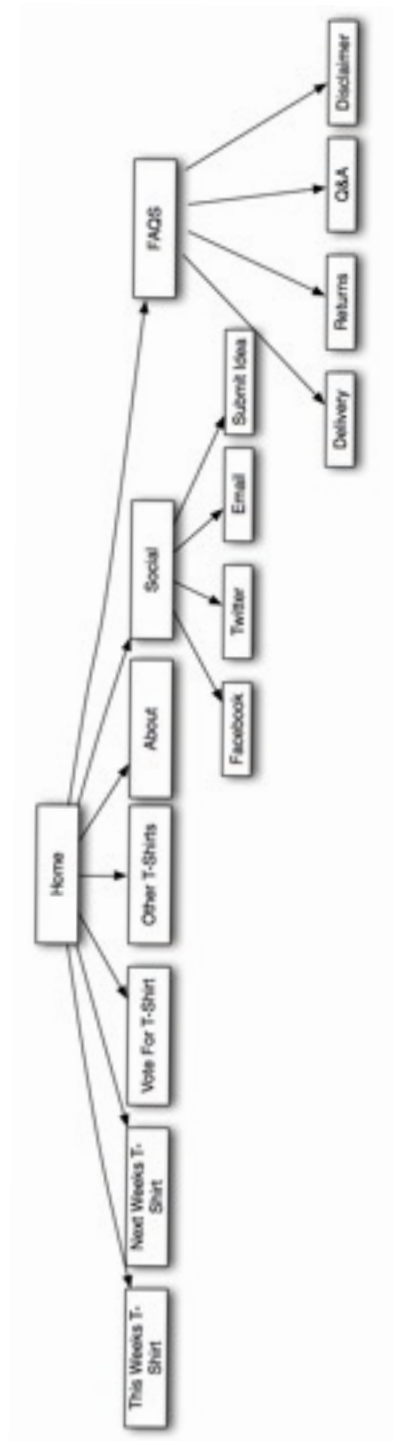
Gantt Chart

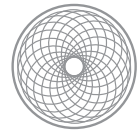




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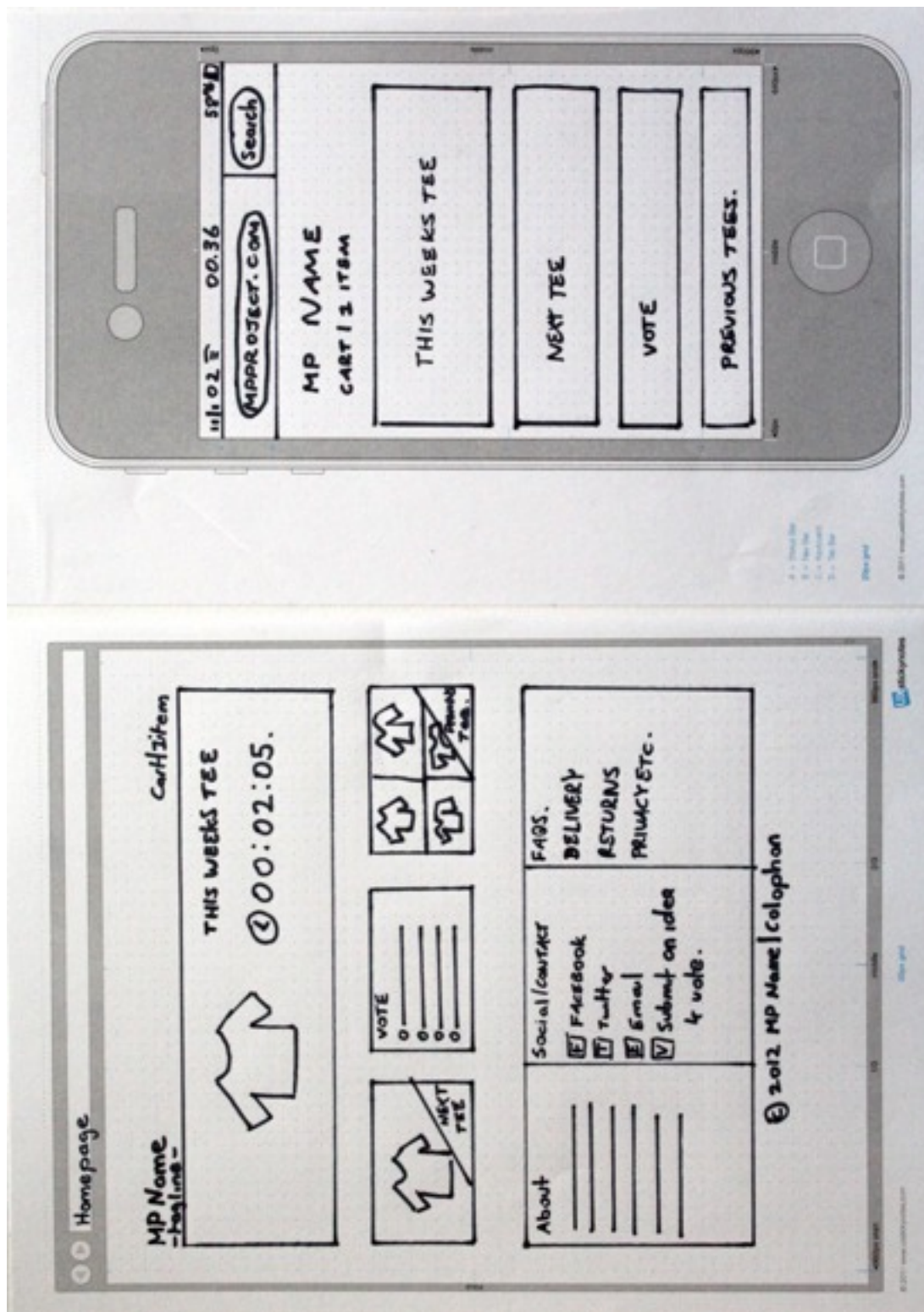
Site Map

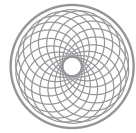




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Wireframes

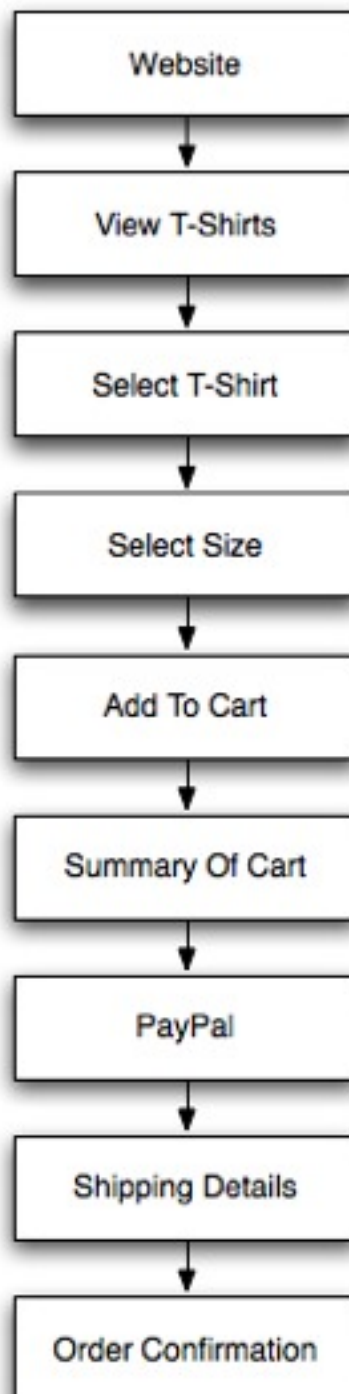


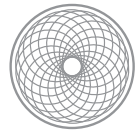


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Flowcharts

(Making A Purchase)

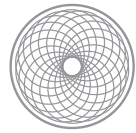




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Concept Designs For Apparel





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Sample Questionnaires

Football Clothing Brand Survey

1. Out of the following list, which designed t-shirt would you want to purchase? (can have more than one answer)

- ☐ Footballer for Everton and Belgium, Marouane Fellaini with his crazy afro hair
- ☐ Footballer for Paris Saint Germain and Sweden, Zlatan Ibrahimovic with his boastful opinions and distinctive features
- ☐ Footballer for Manchester United and Holland, Robin Van Persie and the fact the man just can't stop scoring
- ☐ Retired footballer and current Burnet manager Edgar Davids and his iconic glasses
- ☐ The ridiculousness of Roma and Italy footballer Daniele De Rossi's tattoos
- ☐ Footballer for AC Milan and Italy, Antonio Nocerino with his perfectly crafted beard
- ☐ David Beckham and the clubs he's paid for

2. What size of t-shirt do you take?

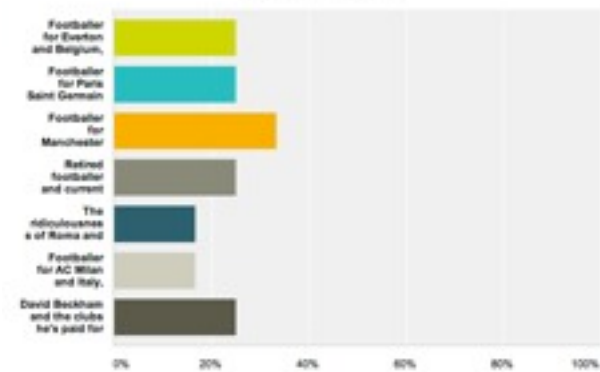
- ☐ XS
- ☐ S
- ☐ M
- ☐ L
- ☐ XL
- ☐ XXL

3. What payment option would you prefer?

- ☐ PayPal
- ☐ Bank Card

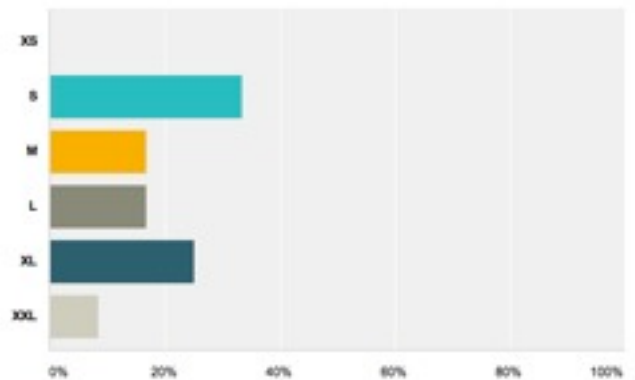
Out of the following list, which designed t-shirt would you want to purchase? (can have more than one answer)

Answered: 12 Skipped: 0



What size of t-shirt do you take?

Answered: 12 Skipped: 0



What payment option would you prefer?

Answered: 12 Skipped: 0

