

MiB Fan Club

Background:

The India national cricket team, also known as Team India and **Men in Blue (MiB)**, represents India in international cricket. Governed by the Board of Control for Cricket in India (BCCI), it is a full member of the International Cricket Council (ICC) with Test, One Day International (ODI) and Twenty20 International (T20I) status.

BCCI is the governing body for the Indian cricket team and first-class cricket in India. The Board has been operating since 1929 and represents India at the International Cricket Council. It is amongst the richest sporting organizations in the world. It sold media rights for India's matches from 2006–2010 for US\$612,000,000. It manages the Indian team's sponsorships, its future tours and team selection.

In India, cricket is something that unifies the people of nation beyond all diversities in religion and culture. BCCI has found a new business opportunity in this space and has unveiled a new strategy of engaging Indian Cricket fans to reiterate its industry leadership and reinforce the strong bond it shares with cricket fans in India.

Business opportunity:

BCCI has identified **CrazyCricket** as one of the consultants to create an engagement platform for Indian Cricket Fans.

The main objective of the **MiB Club** is to convert anonymous followers into loyal fans through a process of engagement and brand expenditures. The engagement is aimed to deliver memorable experiences to the fans and increase BCCI's brand value.

CrazyCricket is looking for a team who can help them develop a progressive web application for engaging Indian cricket fans.

BCCI sees **MiB Club** as a great opportunity to connect fans and the Indian cricket team by providing exclusive status to the fan club members.

As in most sporting events, fans would love to learn everything about their favorite team: history and statistics of performance across different seasons, records achieved by their favorite cricketing stars, analyze this data and predict the results of an upcoming match by participating in the challenges hosted.

Being part of a special gallery with a great view of the stadium, along with an exquisite lunch buffet at the event will give members of the fan club a unique identity. BCCI also wants to delight the fan club members with an online shopping experience with

exclusive **MiB** merchandise store where one could personalize/customize the products, seamlessly transact across currencies and get the product delivered at one's doorstep.

Note to customer to align features to capabilities:

Our aim is allow every campus mind to pick 1 user story and implement end to end to get an exposure to all layers UI, Business layer, service layer and DB.

Please ensure the following are addressed in the features they implement:

- Ensure CRUD (Create-Retrieve-Update-Delete) operations are covered as a basic minimum.
- Admin and end user operations to be considered throughout.
- Login
- Search
- Personalization
- Time box 1 could be more on MVP and Time box 2 on personalization.