



IMM2020 Minor Hockey League

website development Brief

By Hungry Birds Group
Nov 8th, 2019

ABOUT CLIENT

IMM2020 Minor Hockey league is a minor hockey associations with over 1500 participants consisting of players, coaches, trainers, officials, hockey volunteers and parents across the community, formed by 100 teams with different age groups and levels.

WEBSITE BACKGROUND

The league's current website is just an image with a phone number, email and a downloadable PDF file of their registration form. When each hockey season starts, the league has to deal with 1500 forms to track registrations and payments. Another big issue is there is no information and registration provided for skating clinics. Also, promotions the league offering, as well as the news regarding the ongoing season games is not being sending outs.

CLIENT'S OBJECTIVES

- The website will be approximately 5-7 pages with
 - An online registration system for the new season
 - Signing up for skating clinics
 - Sending out a newsletter once a month during the season, highlighting standings, players of the week
 - Sending out newsletters when new hockey clinics provided or promotion running
 - Deploying the site on mobiles
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TARGET AUDIENCE

Can be male/female, across different age groups.

- Parents / relatives who have their kids playing in the teams :
 - . Register their kids for a proper team
 - . Getting the kids into the right skating clinics
 - . Knowing the promotions and news the league provides
 - . Keeping updated for the news and progress as the season going
- Coaches / Trainers who is running or intend to run the skating clinics
 - . Having kids participating their clinics
 - . Knowing the information regarding all the clinics for improvements and advertising
- People who is working in the leagues: management, staff, coaches, trainers, referees etc..
 - . Making the registration process done online
 - . Marketing the promotions
 - . Keeping the ongoing news and progress informed to all participants
- Players who are in older divisions to check how their team doing.

COMPETITIVE ANALYSIS

Most minor hockey leagues have their own website , and most of the sites provides the functions the client asking, with their specific features.

Canlan ice sports oakville (<https://www.icesports.com/OAKVILLE/home.aspx>): This site has clear and eye catching layouts, each sections is easy to follow , which makes navigation straight forward. For Canlan sports is not a single minor hockey league association, its website has a full business model.

Adult Save Hockey League (<https://ashl.ca/about/>): This site is a subsite of Canlan site, which inherits all the style from the parent site, performs exactly the tasks the clients asks. Only part missing is the skating clinics.

Tri-Country Ontario Minor Hockey League (<https://tcmhl.ca/>): This site does not take all the screen width, makes it looks tiny and crowded, It tries to show as much as information in one page to make it easy to review and get. Table borders are little big when the sections are not in same size. The teams logo showing on the top make the navigation bar not in a the first place.

MANDATORY ELEMENT

- League Logo, TCMHL/ MOHL/ Oakville Blade / Oakville town links and logos
- The intro page must include a video provided by the client
- Attention drawing Text and Taglines
- Mission Statement
- TCMHL Rules and Regularions
- All Prices , age groups, game schedules, important dates

TECHNICAL REQUIREMENTS

- Supported browsers:
 - Desktop: Google Chrome 18 and later; Mozilla Firefox 24 and later. Microsoft Edge; Internet Explorer 10; Safari 7 or later on macOS
 - Mobile: Apple Safari for iOS 10.x; Google Chrome for Android.
- Registration will be handled by a third party – Wu Foo or Square
- Email will be handled by Mail Chimp
- Video provided by the client needed to be professionally edited by outsourcing
- The site should be hosted by a web server with PHP service, a MySQL database server.
- All pages will be developed using HTML5 JavaScripts, PHP, MySQL.

PROJECT TIMING



The target timelines are outlined below. The timelines include at least 2 hours meeting with the clients every Friday and 6 hours in total for dealing with the outsourcing tasks handlers.

The estimated milestone dates are subjected to the consultation with the client. Changes may result in the adjustments to the dates.

The timelines below assume that approvals from the client are provided within one business day of information being submitted.

Analysis / Information gathering / proposals/requirements specification : 2 - 3 days

Design/ wire frames /prototype/ responsive template : 2 days

Programming /Development : 8- 8.5 days

Mobile app deploying : 1.5 - 2 days

Testing / debugging: 4 days

Maintainance extras /client training: 1 day

DEADLINES/ SPECIFIC DELIVARIBLES

The development will require 4 weeks, which is based on 5 days a week, 8 working hours/day.

It is scheduled to start on the following business day of the first payment being received upon the provement of the contracts.

Targeted starting date: Nov 25th, 2019

- Proposal ,technical specification: Nov 27th, 2019
- Responsive template: Nov 29th, 2019
- Full functional website: Dec 12th, 2019
- Moblile Apps: Dec 13th, 2019
- Fully tested/ final version of the website: Dec 21st, 2019

Deadline date: Dec 21th, 2019

QUOTATION

This quotation is based on 45\$/hour :

UX and Research:	16 hours	720
Initial Design:	24 hours	1,080
Development:	80 hours	4,200
Testing /UX Testing:	32 hours	1,440
Maintainance/training:	8 hours	360
TOTAL	160 hours	7,200

PAYMENT TERMS / EXCEPTIONS

Payments terms:

1st Installment: \$1,200, before or on Nov 25th, 2019 upon the approval of this proposal

2nd installment: \$1,200 on Nov 29th, 2019 upon the approvals of the deliveries

3rd installment: \$2,400 on Dec 13th, 2019 upon the delivery of the functional website

4th installment: \$1,200 on Dec 21th, 2019 upon the final version of the website

Exceptions: If any terminations occurred, the payment will be paid upon hours of the actually developments

Client Signature

Date

Project Group Name/Signature(s)

Date
