

'Manchester United' Website Application Project

The Processes not Relating to
the Programming/Building
Processes

Daniel Wilkins



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The Brief

“To produce a website application utilising new technologies that allows fans of Manchester United to view Manchester United players with their statistics and to be able to compare these statistics with either other players or by matchday (relating to the ‘Premier League’)”

Introduction

The main purpose of this project was to help myself explore new technologies through a selected topic area. This was to accompany the website that I was creating for ‘Home Sweet Home Front’ and to help show different projects for my second semester of my third and final year at the ‘University of Winchester’. Before choosing the final brief idea shown above, I considered multiple different project types to help myself understand which type of project would have benefitted myself the best. Due to the fact that this project’s sole purpose was to explore new technologies, this therefore meant that I focused less on other aspects, such as design, in order to help myself explore these technologies as best as I could have. I undertook two main roles, one being a designer in thinking of how the project could appear aesthetically and the other being a developer, allowing for the application to function fully.

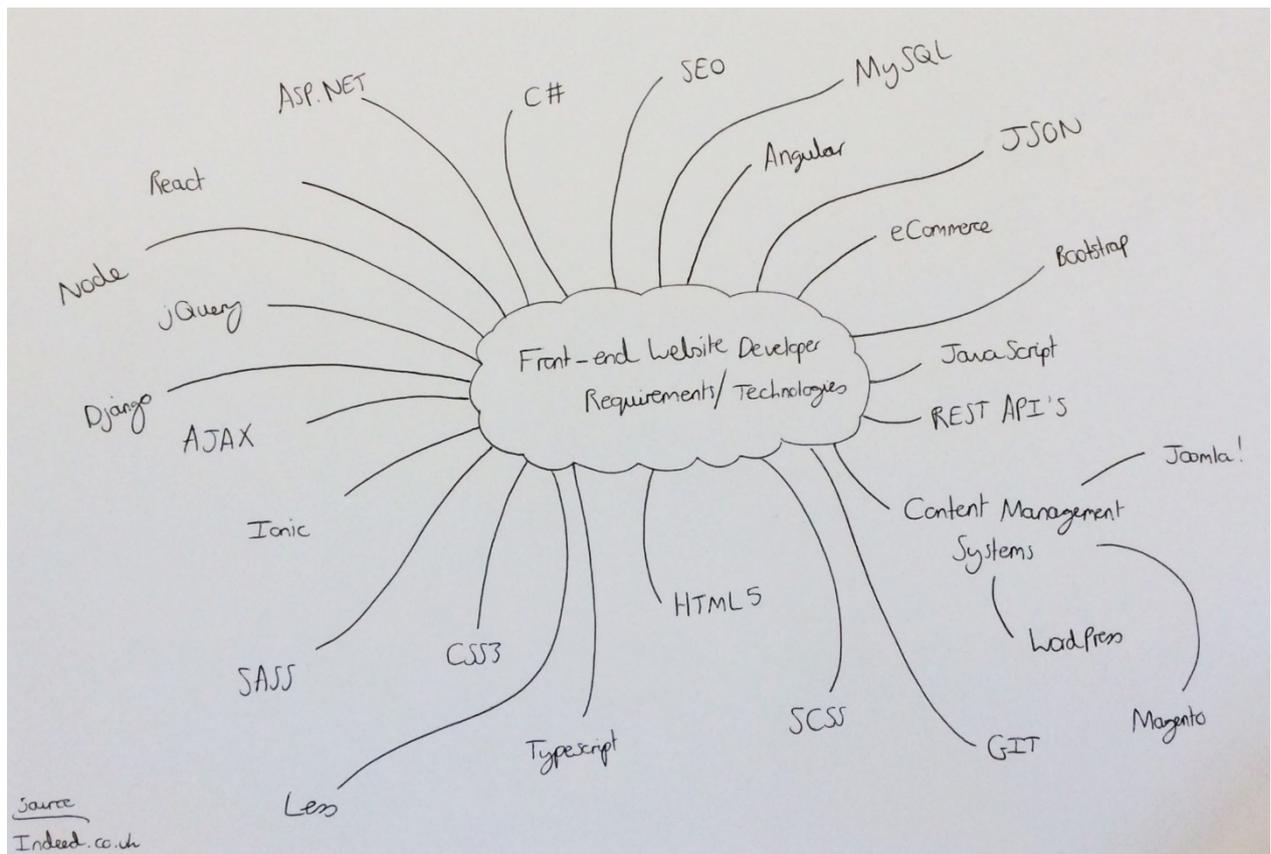
Within this document, you will be able to view the processes undertaken not relating to the development aspect but to the other stages which helped progress with the development/programming stage. Please note that due to the fact that this was also a project to accompany the new ‘Home Sweet Home Front’ website, this therefore meant some processes weren’t as detailed as the other project.

Brainstorming Initial Project Ideas

Brainstorming the Ideas

As explained before, I first of all brainstormed initial ideas to help myself understand which project would have been the best in terms of outcome and scope. Before doing this, I first of all viewed current technologies/programming languages on 'Indeed' in the area of 'front-end' website development, brainstorming these into a mind map. This was because this was something suggested by the lecturer and something that would have helped myself in understanding which areas to explore. The reason why 'front-end' was viewed was because this was an area of industry that I wanted to enter after university. The mind map can be viewed below:

The Mind Map of Current Technologies/Programming Languages

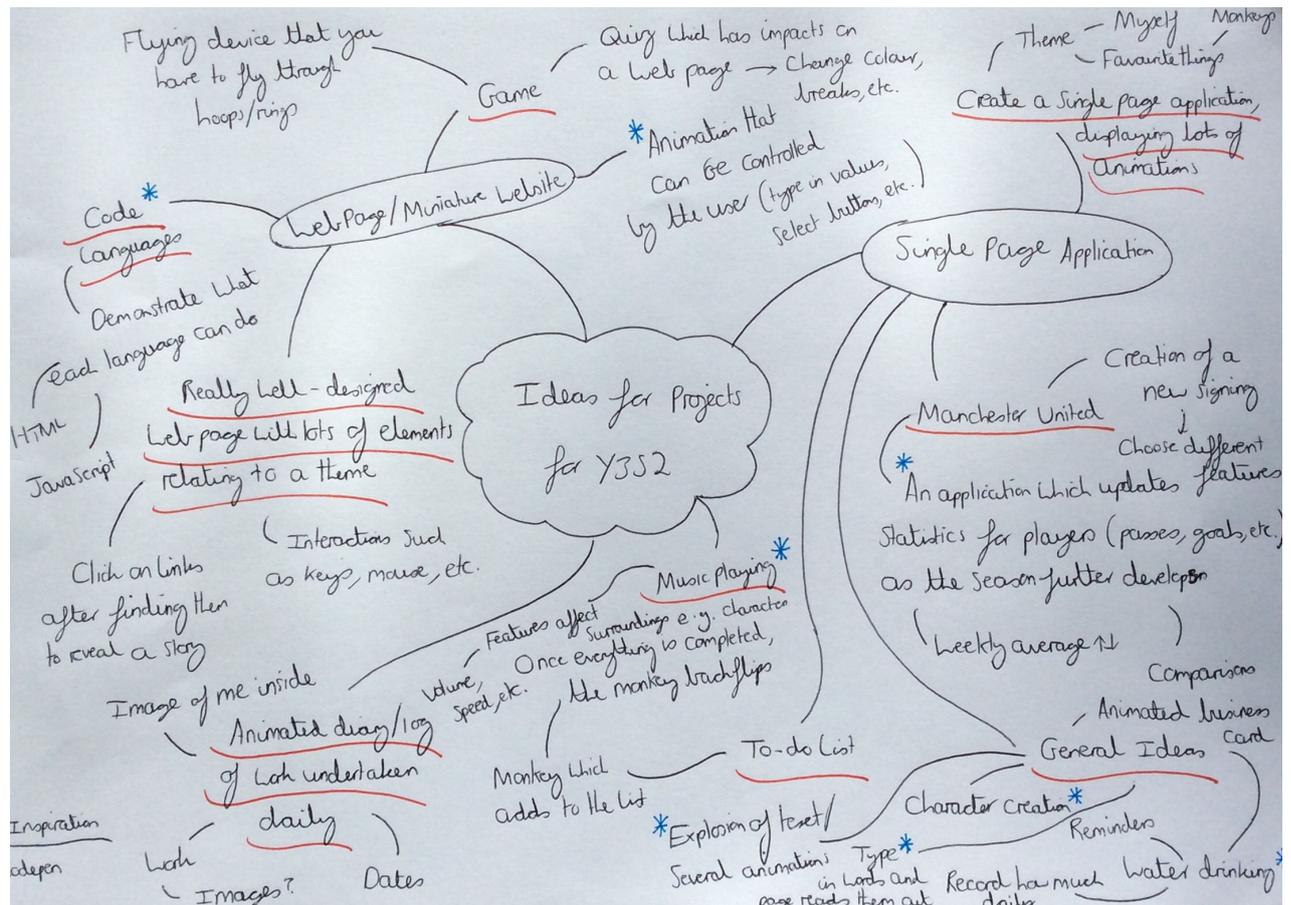


(Indeed, 2019)

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After I had now brainstormed the current technologies, I then brainstormed project ideas relating to different topic areas. This mind map can be viewed below:

The Mind Map of Project Ideas



As is evident above, I brainstormed various areas such as a single page application and a game on a web page or miniature website. Whilst brainstorming these ideas, I viewed inspiration on 'CodePen', something also suggested by the lecturer, which would have helped to inspire myself. The ideas which appealed to myself the most were indicated with a blue star/asterisk. These were the ideas that I thought might have been the most feasible/achievable in the time scale as well as the ones which I thought were the most interesting.

Specifying the Project Ideas Further

After specifying the ideas to those with the blue stars/asterisks, I then undertook this process again, specifying the ideas to the four shown below:

- The 'Manchester United' football season website application idea
- The water drinking website application which reminds users to drink water and allows them to record how much they drink daily
- The creation of a character website application which allows users to change certain aspects such as hair colour and eye colour
- Animations of typed text into a website application/web page

The reasons for specifying the ideas to the four displayed above was because of the fact that I supported 'Manchester United' and would have been able to fully understand which content to place into the application as well as something I would have had more passion for. With regards to

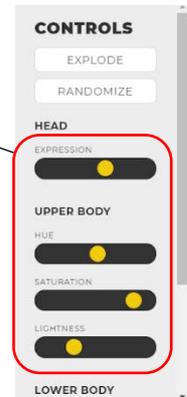
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the second idea, this was listed due to the fact that this would have been an area I would have found useful as I didn't drink a sufficient amount of water daily and making this application would have helped to remind myself to drink water as well as anyone else that didn't drink sufficient water. The last two were listed due to the fact that these were areas I knew had been achieved by other people in the past as well as areas which I thought were interactive and interesting. The inspiration for the last two ideas on 'CodePen' can be viewed below:

Inspiration for the Creation of a Character Idea – Before Changing the Options

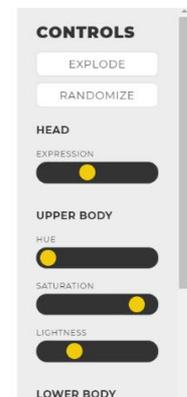


Examples of different controls to change the character's appearance



(Bader, n.d.)

Inspiration for the Creation of a Character Idea – After Changing the Options



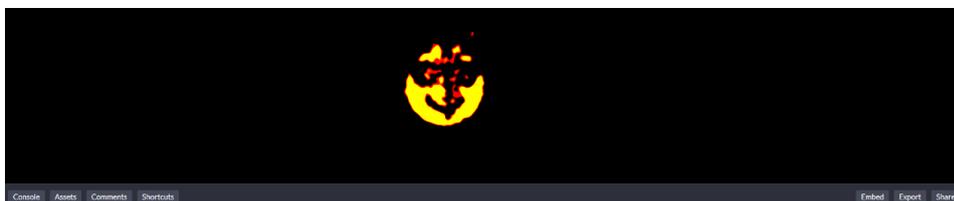
(Bader, n.d.)

Inspiration for the Animations of Typed Text Idea – Before Interacting with the Mouse



(Aslan, n.d.)

Inspiration for the Animations of Typed Text Idea – After Interacting with the Mouse



(Aslan, n.d.)

Choosing the Final Project Idea

After having listed the four options displayed previously, I then decided to choose the final idea of the 'Manchester United' player statistics website application. The reason for choosing this was because I believed this area to have the most potential compared to the other ideas as well as an area which could have implemented 'back-end' functionality, an area I wasn't as confident with and wanted to improve.

The original purpose of this idea was to allow fans of 'Manchester United' to view player statistics either for the whole football season or based on weekly matches with both green and red arrows displaying whether players would have performed better in one week than another week, for example. The original idea involved allowing the user to be able to compare one player with another player and to be able to search for players either through an entered search or a search created by selecting certain filters. As the idea had now been chosen, this allowed for continuous progress to be made.

Planning the Project

One key area to undertake regarded creating documents to help myself organise the project and assist with time management. Two documents were created, one a task table and the other a Gantt chart, viewable below. Please note that this was very similar to the ‘Home Sweet Home Front’ project with regards to the reasons and descriptions of the planning methods. This was because this followed a similar pattern to help myself plan in the best way possible.

The Created Task Table

A task table was created to help allocate specific hours to tasks as well as to help myself understand whether a particular task had been completed, either through the ‘Progress of the Task’ or ‘Has the Task been Completed?’ columns. Furthermore, consequences of not completing tasks as well as identified risks and how to overcome these were included to also help myself counteract against any issues which would have occurred during the project. The tasks listed related to various areas such as target audience and creating wireframes but ultimately this would have acted as a tool for analysing progress of the project. The whole task table can be viewed below:

The ‘Manchester United’ Website Application Task Table

| Project Tasks | Allocated Time/Time to Complete | Progress of the Task | Contingencies/Costs if Incomplete/Risk Management | Has the Task been Completed? |
|--|---------------------------------|----------------------|--|--|
| Competitor/Inspiration research and analysis | 2-3 hours | In Progress | <p><u>Costs if Incomplete</u> I won't be able to understand how to both structure the application and potentially make it better than the competitors, making the project more difficult for myself.</p> <p>I won't be able to understand how to integrate features used in competitor websites/applications, making the project more difficult to complete.</p> <p>I won't be able to analyse the technologies utilised in order to help myself with the development process of the project.</p> <p><u>Risk Management</u> If I am unable to find competitor products, I will need to analyse products that are as similar as possible to the outcome I wish to produce to compensate.</p> <p>If I am unable to find competitor products, I will need to seek advice/undertake Internet research to understand the technologies required.</p> |  |
| Statistics research (analysing which statistics to include in the website application) | 1 hour | Completed | <p><u>Costs if Incomplete</u> I won't be able to understand which types of statistics to include in the website application, producing an outcome without integrated data.</p> <p>Without statistics, the website application won't be able to function properly.</p> |  |
| | | | <p><u>Risk Management</u> There may be many statistic types to select from which will mean that I will have to be selective to allow myself to integrate enough data but not too much that it causes myself not to complete the project.</p> | |
| Target audience research and creation of target audience personas | 2-3 hours | In Progress | <p><u>Costs if Incomplete</u> I won't fully understand the audience that the website application will want to attract, creating an application that potentially won't be suited to the required target audience.</p> <p><u>Risk Management</u> If I am unable to find sufficient target audience research regarding Manchester United fans, I will utilise my own judgement as I am a Manchester United fan myself and will have some knowledge of which aspects would be beneficial for the outcome.</p> |  |
| Branding research and integration into the project | 8-10 hours | In Progress | <p><u>Costs if Incomplete</u> This will make it more difficult to integrate colours and fonts that can both relate to Manchester United as well as sport/football, creating an outcome with an incorrect brand type.</p> <p>Without a brand, the application will appear unprofessional and inconsistent.</p> <p><u>Risk Management</u> There may be a risk of not being able to find suitable colours or fonts for the application which means that I will need to ensure that in-depth research is undertaken to highlight as</p> |  |

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| | | | <p>many colours and fonts as possible that can relate to the required outcome.</p> <p>If using ‘Google Fonts’, there may be a risk of the fonts not being able to load properly on different devices -> Therefore, I will ensure that a second set of fonts is integrated to allow for a contingency plan.</p> | |
| <p>Development research (analysing technologies, compatibility and undertaking research to solve problems or help with the coding/programming process)</p> | <p>No specific allocated time as this will be something that will be completed throughout the project</p> | <p>In Progress</p> | <p><u>Costs if Incomplete</u> This will mean it will be hard to understand what technological requirements will be required to produce an effective and efficient performing website application.</p> <p>This will mean it will be hard to understand how to solve certain issues or integrate certain aspects of code into the website application, potentially producing an incomplete outcome.</p> <p><u>Risk Management</u> There may be a risk of becoming confused with which technologies to utilise which will mean I will need to allocate time to seek advice from lecturers to overcome this problem successfully.</p> <p>There may also be a risk of finding it difficult to adapt to new programming languages or solve certain problems and integrate certain aspects of code, despite research, which will also mean I will need to allocate time to seek advice from lecturers.</p> |  |
| <p>Brainstorming/mind mapping of ideas</p> | <p>No specific allocated time as this will be something that will be completed throughout the project</p> | <p>In Progress</p> | <p><u>Costs if Incomplete</u> This will mean I won’t be able to display my thought processes/general processes for the project, having less to show to the lecturers for the submission.</p> <p>This will make it more difficult for me to analyse which ideas I can progress with and those that I can discount.</p> <p><u>Risk Management</u> If there are areas which don’t require brainstorming or mind mapping, I will ensure another method is shown, such as bullet points, to compensate.</p> <p>There may be a risk of forgetting to brainstorm/mind map ideas which will therefore mean that I will need to keep referring to this task table to ensure otherwise.</p> |  |
| <p>Creation of initial wireframes</p> | <p>6-8 hours</p> | <p>In Progress</p> | <p><u>Costs if Incomplete</u> This will make it difficult for myself regarding visualising how to structure the website application. This could mean that the final outcome could become inconsistent, unprofessional and underwhelming.</p> <p>This will also make it more difficult to create the website application from a programming point of view as I won’t have a structure to follow.</p> <p><u>Risk Management</u> There may be a risk of not being able to create several variations of the website application within the wireframes which will therefore mean</p> |  |

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| | | | that I will need to ensure that I spend considerable time to ensure that this is not the case. | |
| Creation of high-fidelity/Adobe XD wireframes | 4-5 hours | Not Started | <p><u>Costs if Incomplete</u> This will make it difficult for myself regarding visualising how to structure and style the website application as well as including filters and links within the application. This could mean that the final outcome could become inconsistent, unprofessional or underwhelming.</p> <p><u>Risk Management</u> This is something that may consume considerable time due to collecting content, integrating different colour schemes/palettes and fonts as well as other aspects which signifies that I will need to ensure I spend enough time on this aspect to be able to progress successfully with the programming/coding process.</p> | X |
| Creation of a sitemap(s) | 2-3 hours | Not Started | <p><u>Costs if Incomplete</u> This will mean that it will be difficult to display how each aspect of the website application interlinks with each other to the lecturers for submission.</p> <p>This will also make it more difficult for myself during the programming/coding process regarding knowing how the application will function, potentially consuming more time than expected.</p> <p><u>Risk Management</u> The sitemap may not be as detailed as a website's sitemap may be due to the fact that this aims to be a Single Page Application (SPA).</p> | X |
| | | | <p>Therefore, to compensate, I will ensure the sitemap is detailed and reflects everything that it should.</p> <p>There may be a risk of the sitemap not fully reflecting the final outcome as the outcome may change throughout the programming/coding process. Therefore, this may require a new sitemap to be created or a description to be included to describe how the outcome and the sitemap differ.</p> | |
| Creation of flow diagram(s) | 2-3 hours | Not Started | <p><u>Costs if Incomplete</u> This will mean that it will be difficult to display the user journey/experience throughout the website application to the lecturers, demonstrating a lack of understanding from my view point.</p> <p>This also may make it more difficult for me to understand how the website application will appear to users and whether any changes are required to ensure for a positive user experience.</p> <p><u>Risk Management</u> The flowchart may not be as detailed as a website's flowchart may be due to the fact that this aims to be a Single Page Application (SPA). Therefore, to compensate, I will ensure the flowchart is detailed and reflects everything that it should.</p> <p>There may be a risk of the flowchart not fully reflecting the final outcome as the outcome may change throughout the programming/coding process. Therefore, this may require a new</p> | X |

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| | | | flowchart to be created or a description to be included to describe how the outcome and the flowchart differ. | |
| Prototyping processes and programming/coding the website application (including learning new technologies such as 'React JS') and documenting the process | 50 hours | Not Started | <p><u>Costs if Incomplete</u> This will result in not having a final website application and no work to display on my portfolio regarding the coding/programming process for this project, reducing received marks.</p> <p>I will be unable to expand my skillset as I wouldn't have been able to learn new programming skills through completing the project.</p> <p><u>Risk Management</u> If I encounter problems with the programming/coding process, I will either use online sources or lecturer advice to resolve these.</p> <p>If there are aspects which are unable to be completed through one method, I will research to find another method to fulfil this with regards to the coding/programming process.</p> <p>Due to the fact that I will be learning new technologies, this will consume considerable time which will mean that I will need to ensure that this is started as soon as possible.</p> | X |
| Website application testing (including cross-browser and device testing) and documenting the process | 15 hours | Not Started | <p><u>Costs if Incomplete</u> If I don't test the website application, I will be unaware if it functions correctly and successfully across multiple browsers and devices, potentially creating a website application that isn't fully responsive and user friendly as well as one that doesn't function at all. This will therefore display that I am unable to create a working prototype.</p> <p>If I don't test the website, I will be unable to meet the assessment criteria as I wouldn't have documented the process for this stage.</p> <p><u>Risk Assessment</u> If I experience several issues whilst testing, this may consume considerable time to resolve (undertaking research, seeking lecturer advice, etc.) which therefore means this will need to be undertaken as soon as possible in order for a successful process.</p> <p>If I have limited access to multiple devices and browsers, this will mean that I won't be able to fully test the website application -> To counteract this, I will ensure that I either use equipment at the university or from friends/relatives to fully test the website application.</p> | X |
| Annotation and organisation of code (efficient, concise and readable) | 3-4 hours | Not Started | <p><u>Costs if Incomplete</u> If the code isn't annotated and easy to read, this will cause confusion for lecturers when marking my work.</p> | X |

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| | | | <p>This will also mean that I won't fully meet the assessment criteria, reducing the possible marks obtained from doing this.</p> <p>If the code isn't efficient and concise, this could cause performance issues on the website application altogether, potentially producing a frustrating outcome for users.</p> <p><u>Risk Assessment</u> Due to help from online sources or lecturers, I may be unsure of how each piece of code functions -> To resolve this, I will clarify and add descriptions next to the relevant code, acknowledging where the help has been obtained from.</p> | |
| Making refinements to the website application in preparation to become 'live' | 1-2 hours | Not Started | <p><u>Costs if Incomplete</u> This will mean that any errors regarding aspects such as spelling and grammar will be missed, reducing the professionalism of the website application.</p> <p><u>Risk Assessment</u> There could be a considerable amount of refinements to make which would mean that this process would need to be undertaken at least two weeks prior to the submission deadline.</p> <p>There may be a risk of experiencing issues when attempting to link the website application to a database on the server which will therefore mean I will need to ensure that this process would need to be undertaken at least two weeks prior to the submission deadline.</p> |  |
| Uploading of the website application to the relevant server | Less than 1 hour | Not Started | <p><u>Costs if Incomplete</u> The website application won't become 'live', which will mean I won't be able to integrate this into my 'Y3S2 WORK' page of my portfolio website.</p> <p>I won't be able to show the final outcome on my portfolio website, reducing the marks received.</p> <p><u>Risk Assessment</u> The uploaded files such as images could take a while to process on the server and show on the website application, meaning the files will need to be uploaded at least a week before the deadline.</p> |  |
| Inclusion of acknowledgements, a reference list and a bibliography | No specific allocated time as this will be completed throughout the project | In Progress | <p><u>Costs if Incomplete</u> Sources won't be referenced which will mean that I will be claiming all the credit for the work completed, committing plagiarism and being dishonest.</p> <p>I will also lose marks if this aspect isn't completed.</p> <p><u>Risk Assessment</u> As I know from experience that this takes a considerable amount of time to complete, I will ensure this is something completed either throughout or a few weeks prior to the deadline.</p> <p>Links to aspects such as websites may no longer exist, making it difficult to reference/cite sources -> To prevent this, I will reference the sources as soon as I have discovered and used them.</p> |  |

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| Documentation of the project processes other than the programming/coding work such as branding, etc. (both in the form as a document and also on the personal portfolio website for the submission) | 30 hours | Not Started | <p><u>Costs if Incomplete</u> I won't be able to show the different processes undertaken throughout the project, reducing my marks for the module.</p> <p><u>Risk Assessment</u> As I know that this is something that will take a considerable amount of time to complete, I will ensure this is done throughout the semester to allow for this to be completed in time for the submission.</p> |  |
| Submission of the project outcome with the portfolio to the lecturers | Less than 1 hour | Not Started | <p><u>Costs if Incomplete</u> I will fail the module as I will have no work to show for this assignment.</p> <p><u>Risk Assessment</u> As there is a possibility that the 'Canvas' system could malfunction, I will ensure that the submission is made at least a day prior to the deadline to compensate for any issues experienced.</p> |  |
| Creation of a log to document work undertaken daily | No specific allocated time as this will be completed throughout the module | In Progress | <p><u>Costs if Incomplete</u> I will be unable to demonstrate how I have managed my time with the tasks undertaken each day.</p> <p><u>Risk Assessment</u> As this is something that will need to be added to continuously, I will ensure that I allocate enough time each day to achieve this.</p> |  |

Risks which Relate to all:

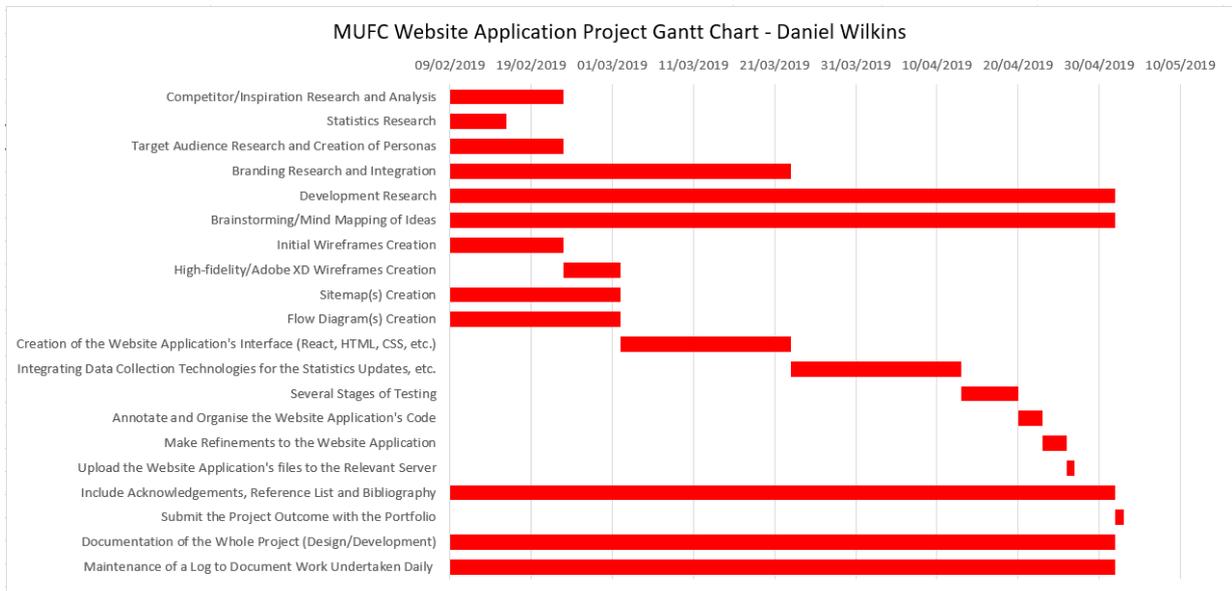
Device Damage: This will mean that potential loss of work could occur and to prevent this from happening, I will ensure that regular backups of work are undertaken

PDF files on the Portfolio Website could become Slow to Load: This will mean that the lecturers may not be able to successfully view some of the completed work and to prevent this from happening, I will ensure the file sizes are as small as possible and I will test this at least 1 week prior to the deadline to allow for any changes to be made

The Created Gantt Chart

As well as creating a task table, I also created a Gantt chart to help display a more visual timeline of the project, allocating weeks instead of specific hours to understand what aspects to progress with in certain weeks. As will be evident below, there were continuous processes planned such as documentation and maintenance of a work log. This was because these would have been added to throughout the semester and could not have been completed within a specific allocated period. Furthermore, regarding the development process, this was divided into further tasks not displayed on the task table. This was regarding the ‘front-end’ and ‘back-end’ development with the ‘front-end’ planning to be completed first to then allow for further focus on the ‘back-end’, an aspect I had little knowledge of and therefore needed to invest more time within. The majority of the main processes were planned to be completed approximately at least a week before the submission deadline to allow for refinements and enough time to submit the final project. One final aspect to note is that the processes suited more to design were planned to be completed first to then allow for more understanding of how the final website application would have appeared, creating a professional and user-friendly outcome. The Gantt chart can be viewed below:

The ‘Manchester United’ Website Application Project Gantt Chart



(Cheusheva, 2019)

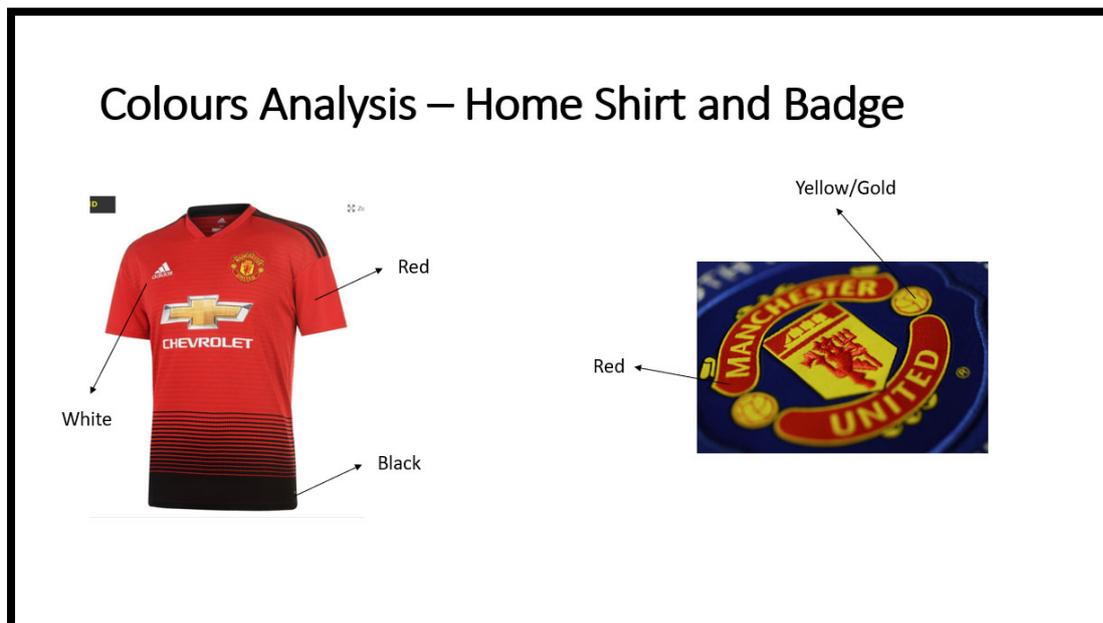
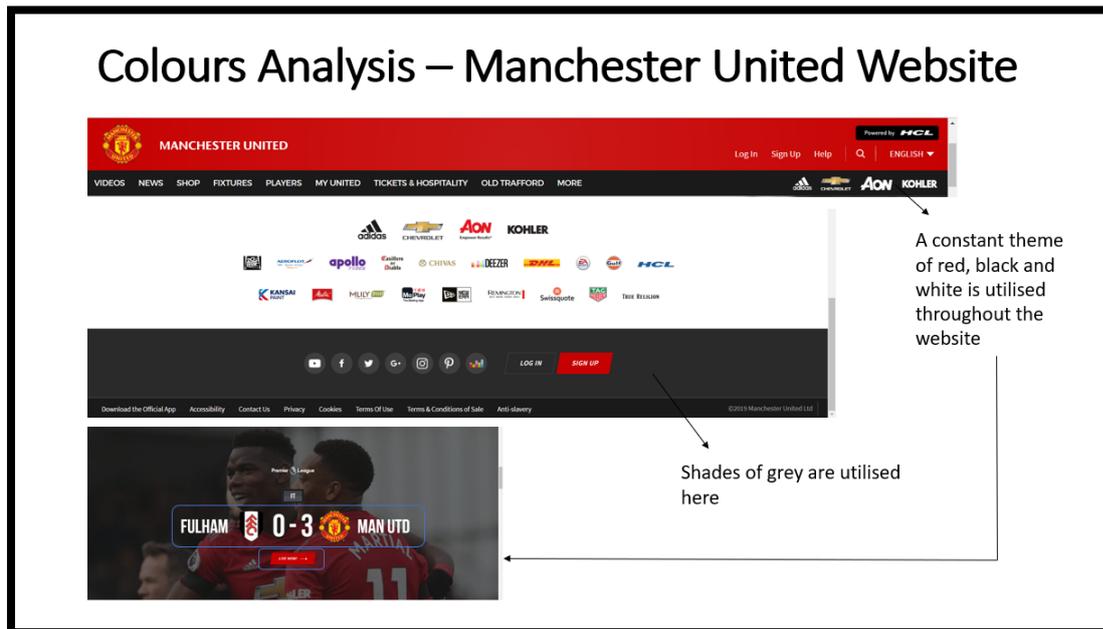
Undertaking Branding Research and Integrating the Brand

The purpose of this process was to help myself fully understand which fonts and colours to utilise in the 'Manchester United' website application to make it personalised to the team and fans.

Undertaking Colours Analysis

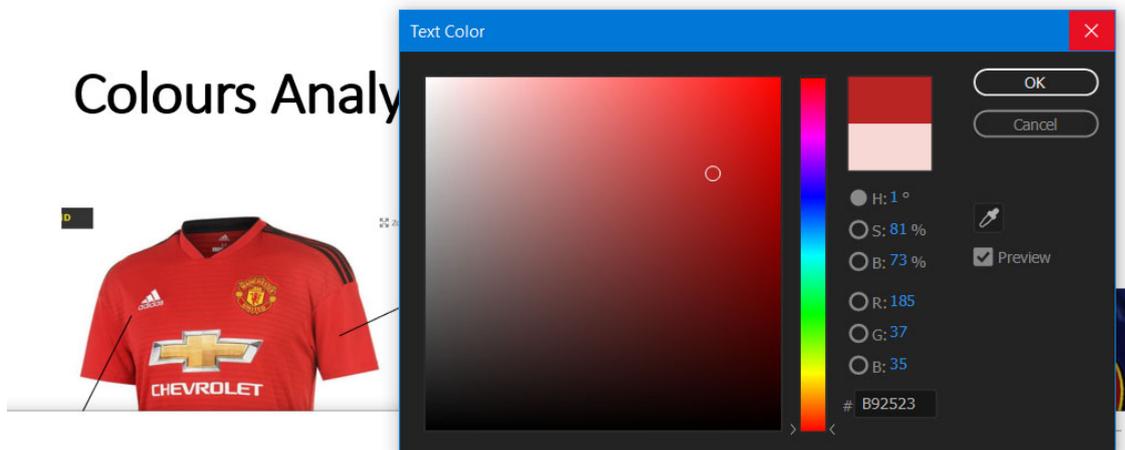
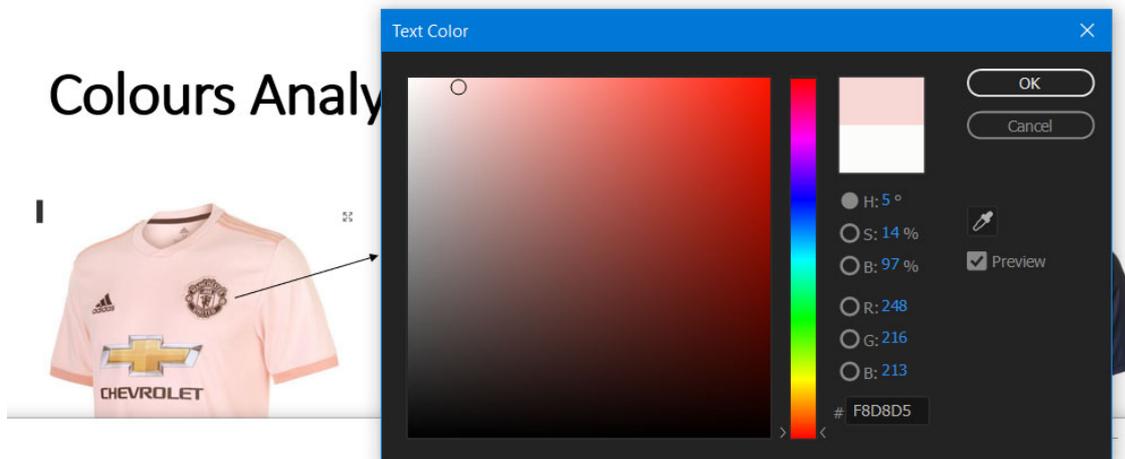
In order to understand the colours utilised for 'Manchester United', I therefore analysed different areas, utilising a colour picker tool in 'Adobe After Effects' as well as 'DevTools' on 'Google Chrome' to highlight the 'HEX' values of each. After this, I then noted down all the collected 'HEX' values in preparation for creating colour palettes. This process can be viewed below:

Analysing the Colours Used throughout 'Manchester United's' Brand





Examples of Utilising 'Adobe After Effects' to Highlight 'HEX' Values of Colours



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Examples of Utilising the 'DevTools' in 'Google Chrome' to Highlight 'HEX' Values of Colours

The image displays three examples of using Chrome DevTools to inspect and highlight color values on the Manchester United website. Each example shows a browser window with the website, a red box highlighting a specific element, and a corresponding style rule in the DevTools 'Styles' panel with a red box around the color value.

- Example 1:** The header element `header.home-header.scrolled-header1` is highlighted. The style rule shows a background image with a radial gradient using the color `#c70101` (red).
- Example 2:** The footer element `div.footer_social-links` is highlighted. The style rule shows a background color of `#2a2a2a` (shade of grey).
- Example 3:** A close-up of the footer element `div.footer_social-links` is highlighted.

Listing the Highlighted Colours

'HEX' Colour Values of the Previously Mentioned Colours

- **#c70101** – Red on the Website
- **#1a1a1a** – Black/Shade of Grey on the Website
- **#FFFFFF** – White on the Website
- **#2a2a2a** – Shade of Grey on the Website
- **#E63A38** – Red on the Home Shirt
- **#C5BF1F** – Yellow on the Badge
- **#FBD9D0** – Pink on the Away Shirt
- **#4D2F26** – Brown/Bronze on the Away Shirt
- **#2C304B** – Navy Blue on the Third Shirt
- **#D2B76C** – Light Gold on the Third Shirt

Creating the Final Colour Palettes for the Website Application

After having undertaken the previous processes, I then decided to produce seven colour palettes to help explore different approaches and to provide more choice when selecting the colours to use in the website application. These colour palettes included colours highlighted before as well as more vibrant colours of the colours highlighted before. This was because I thought that some colours were potentially uninteresting/unenthusiastic and that integrating vibrant colours would have helped to create more energy. These colour palettes can be viewed below:

The Created Colour Palettes



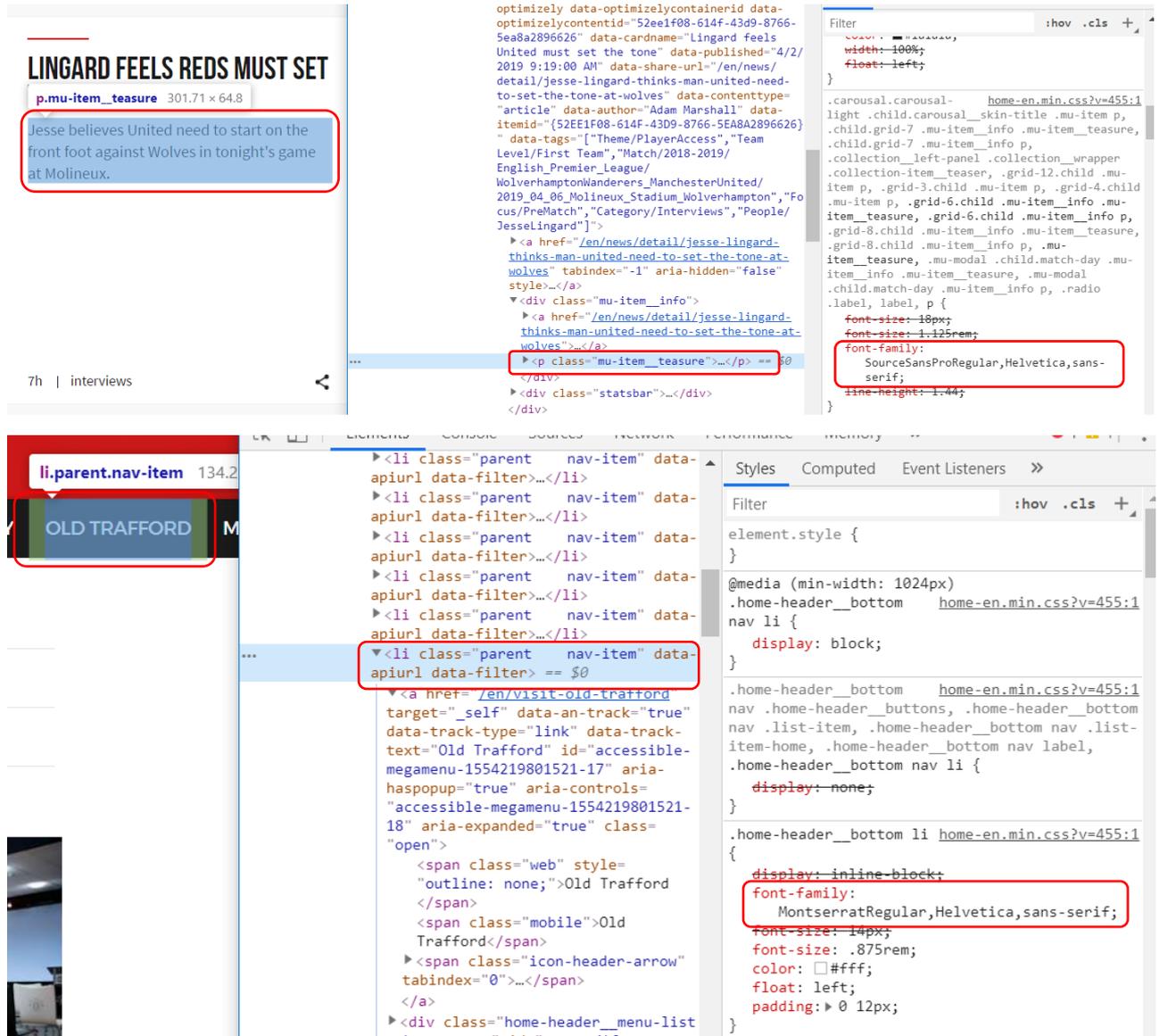
The colour palette chosen by myself was the first as this was the most vibrant and would have caused for an exciting final outcome. However, I did decide that I would consider using some colours

from other colour palettes as some of these would have helped to reflect 'Manchester United' better. This related to the darker reds.

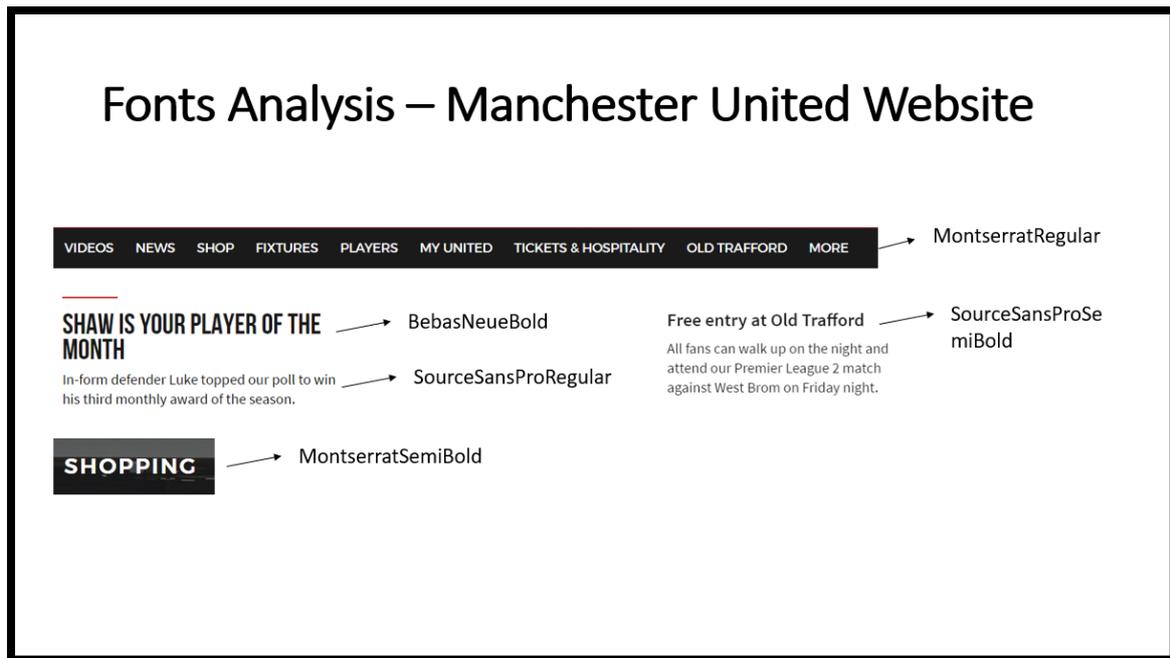
Undertaking Fonts Analysis

Similar to the colours, I also analysed the fonts utilised by 'Manchester United', viewing their website to complete this task. This was achieved through using the 'DevTools' on 'Google Chrome' and after I had finished, I listed the fonts as I did with the colours shown before. This process can be viewed below:

Examples of Using the 'DevTools' on 'Google Chrome'



The Key Fonts Utilised on the Website

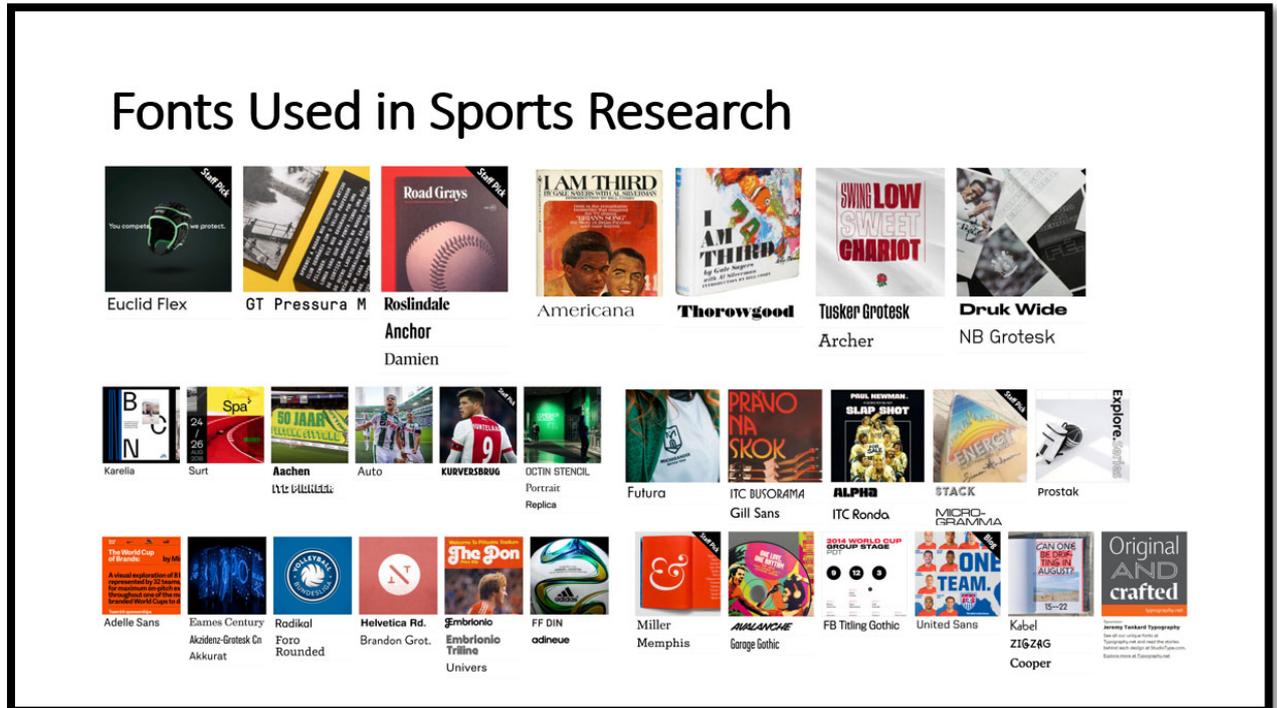


From viewing the fonts on the official website of 'Manchester United', I understood that different font-weights and fonts were utilised to signify different elements of the website. This is evident with the title 'SHAW IS YOUR PLAYER OF THE MONTH' and the paired paragraph font, with the title being bolder and capitalised and the paragraph font being lighter, displaying a hierarchy of information.

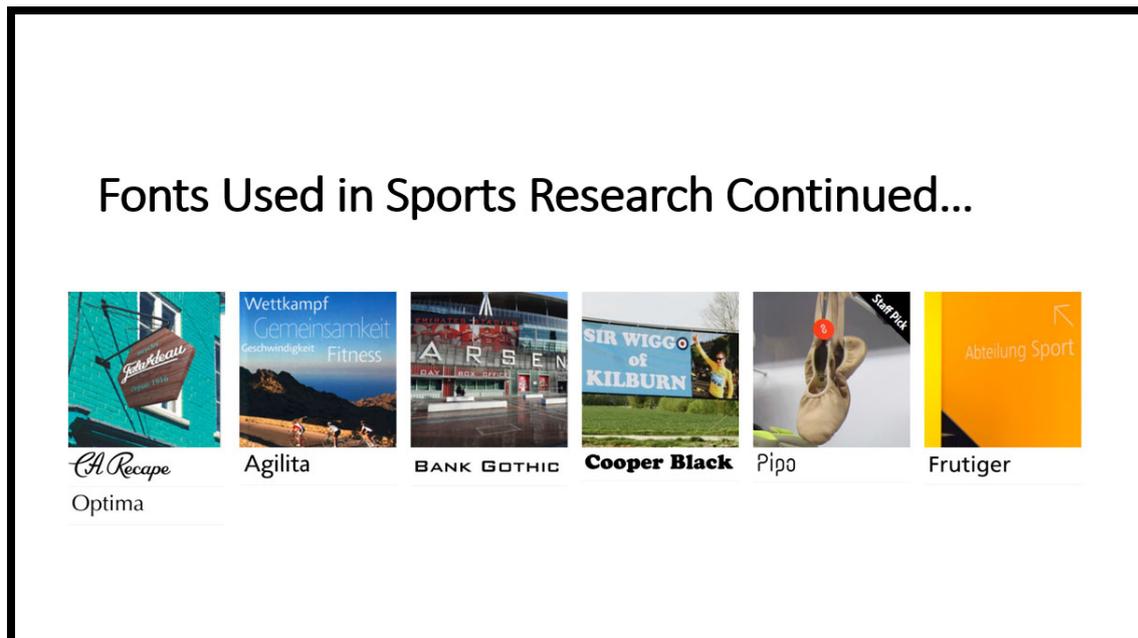
Undertaking Fonts Research

In addition to the previous task, I also viewed a website regarding fonts utilised in sports, helping myself to understand and identify key features of these fonts. This can be viewed below:

Undertaking Research Regarding Fonts Used in Sports



(Fonts In Use, 2010)



(Fonts In Use, 2010)

From undertaking this research, I fully understood that mostly 'Serif' fonts were utilised with also boldness/thickness being applied. Furthermore, it was also understood that modern appearing fonts

were utilised. These were therefore areas to consider when specifying some fonts to utilise in the website application later on.

Shortlisting Fonts to Utilise in the Application

After gaining a full understanding of the types of fonts used in sport, I then decided to shortlist fonts both within ‘PowerPoint’ and within ‘Google Fonts’ that appeared similar to the previously discovered research. These were fonts that were bold and that were ‘Serif’ fonts. This was relating to heading fonts to be used with paragraph fonts to be chosen at a later date. This process can be viewed below:

Highlighting Fonts within ‘Microsoft PowerPoint’

Highlighted Fonts to Potentially Integrate

- **Adobe Gothic Std B**
- **Adobe Heiti Std R**
- **AR CENA**
- Agency FB
- Candara
- Century Gothic
- Corbel
- Gadugi
- Gill Sans MT
- HP Simplified
- **Myriad Pro Light**
- **Cooper Black**

Highlighting Fonts within ‘Google Fonts’ (Google Fonts, n.d.)

Highlighted ‘Google Fonts’ to Potentially Integrate

| | | | | |
|-----------------|---|--------------------------|--------------------|---|
| <i>Belgrano</i> | <i>Changa One</i> | <i>Comfortaa</i> | <i>Concertone</i> | <i>Pridi</i> |
| Regular | Regular Regular Italic | Light Regular Bold | Regular | Extra-Light Light Regular Medium Semi-Bold Bold |
| <i>Revalia</i> | <i>Righteous</i> | <i>Squada One</i> | <i>Staatliches</i> | <i>Titan One</i> |
| Regular | Regular | Regular | REGULAR | Regular |

After completing the previous process, I then utilised 'Google Fonts' again to list the suggested pairings to be paired with each of the highlighted 'Google Fonts'. This was because I would have been selecting 'Google Fonts' to be placed within the final outcome due to the fact that I would have been able to select a suggested pairing, providing better fonts than if I were to choose these myself. I also believed the fonts on 'Google Fonts' to be more unique which would have therefore helped to distinguish the website application from other similar products. This process can be viewed below:

Listing the Paired Fonts with the Highlighted Heading Fonts (Google Fonts, n.d.)

Paired 'Google Fonts' – Belgrano

The screenshot displays three examples of font pairings for the heading 'The spectacle before us was indeed sublime.' Each example features a list of fonts on the left and a preview on the right. In all three examples, 'Belgrano' is highlighted in red. The first example pairs 'Belgrano' with 'Open Sans', 'Roboto', 'Source Sans Pro', and 'Oswald'. The second example pairs 'Belgrano' with 'Source Sans Pro', 'Oswald', and 'Lato'. The third example pairs 'Belgrano' with 'Lato'.

Paired 'Google Fonts' – Changa One

The screenshot displays three examples of font pairings for the heading 'The spectacle before us was indeed sublime.' Each example features a list of fonts on the left and a preview on the right. In all three examples, 'Changa One' is highlighted in red. The first example pairs 'Changa One' with 'Open Sans', 'Roboto', 'Merriweather', 'Abel', and 'Bitter'. The second example pairs 'Changa One' with 'Merriweather', 'Abel', and 'Bitter'. The third example pairs 'Changa One' with 'Bitter'.

Paired 'Google Fonts' – Comfortaa

Open Sans
Comfortaa Regular
Open Sans Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Roboto
Lato
Railway
Playfair Display

Open Sans
Roboto
Lato
Comfortaa Regular
Lato Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Roboto
Lato
Railway
Playfair Display

Open Sans
Roboto
Lato
Railway
Playfair Display

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Comfortaa Regular
Playfair Display Regular

Open Sans
Roboto
Comfortaa Regular
Roboto Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Lato
Railway
Playfair Display

Open Sans
Roboto
Lato
Railway
Comfortaa Regular
Railway Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Playfair Display

Paired 'Google Fonts' – Concert One

Lato
Concert One Regular
Lato Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Open Sans
Roboto
Oswald
Montserrat

Lato
Open Sans
Roboto
Concert One Regular
Roboto Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Oswald
Montserrat

Lato
Open Sans
Roboto
Oswald
Montserrat
Concert One Regular
Montserrat Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Lato
Open Sans
Concert One Regular
Open Sans Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Roboto
Oswald
Montserrat

Lato
Open Sans
Roboto
Concert One Regular
Oswald Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Montserrat

Paired 'Google Fonts' – Pridi

Roboto

Pridi Regular

Roboto Regular

Prompt

Kanit

Open Sans

Mitr

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Roboto

Prompt

Kanit

Pridi Regular

Kanit Regular

Open Sans

Mitr

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Roboto

Prompt

Kanit

Open Sans

Mitr

Pridi Regular

Mitr Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Roboto

Prompt

Pridi Regular

Prompt Regular

Kanit

Open Sans

Mitr

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Roboto

Prompt

Kanit

Open Sans

Pridi Regular

Open Sans Regular

Mitr

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Paired 'Google Fonts' – Revalia

Lato

Revalia Regular

Lato Regular

Roboto

Rage Boogie

Codystar

Happy Monkey

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Lato

Roboto

Rage Boogie

Revalia Regular

Rage Boogie Regular

Codystar

Happy Monkey

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Lato

Roboto

Rage Boogie

Codystar

Happy Monkey

Revalia Regular

Happy Monkey Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Lato

Roboto

Revalia Regular

Roboto Regular

Rage Boogie

Codystar

Happy Monkey

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Lato

Roboto

Rage Boogie

Codystar

Revalia Regular

Codystar Regular

Happy Monkey

The spectacle before us was indeed sublime.

APPARENTLY WE HAD REACHED A GREAT HEIGHT IN THE ATMOSPHERE, FOR THE SKY WAS A DEAD BLACK, AND THE STARS HAD CEASED TO TWINKLE. BY THE SAME ILLUSION WHICH LIFTS THE HORIZON OF THE SEA TO THE LEVEL OF THE SPECTATOR ON A HILLSIDE, THE SABLE CLOUD BENEATH WAS DISHD OUT, AND THE CAR SEEMED TO FLOAT IN THE MIDDLE OF AN IMMENSE DARK SPHERE, WHOSE UPPER HALF WAS STREWN WITH SILVER. LOOKING DOWN INTO THE DARK GULF BELOW, I COULD SEE A RUDDY LIGHT STREAMING THROUGH A RIFT IN THE CLOUDS.

Paired 'Google Fonts' – Righteous

Open Sans

Righteous Regular T₁

Open Sans Regular

Roboto

Lato

Oswald

Source Sans Pro

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Open Sans

Righteous Regular T₁

Lato Regular

Oswald

Source Sans Pro

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Open Sans

Righteous Regular T₁

Roboto

Lato

Oswald

Source Sans Pro

Righteous Regular T₁

Source Sans Pro Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Open Sans

Righteous Regular T₁

Roboto Regular

Lato

Oswald

Source Sans Pro

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Open Sans

Righteous Regular T₁

Roboto

Lato

Oswald

Source Sans Pro

Righteous Regular T₁

Oswald Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Paired 'Google Fonts' – Squada One

Open Sans

Squada One Regular T₁

Open Sans Regular

Roboto

Oswald

Lato

Raleway

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Open Sans

Squada One Regular T₁

Oswald Regular

Lato

Raleway

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Open Sans

Squada One Regular T₁

Roboto

Oswald

Lato

Raleway

Squada One Regular T₁

Raleway Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Open Sans

Squada One Regular T₁

Roboto Regular

Oswald

Lato

Raleway

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Open Sans

Squada One Regular T₁

Roboto

Oswald

Lato

Raleway

Squada One Regular T₁

Lato Regular

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Paired 'Google Fonts' – Staatliches

The image displays three panels, each showing a font pairing interface. Each panel features a list of fonts on the left and a preview area on the right. The preview area contains the text "THE SPECTACLE BEFORE US WAS INDEED SUBLIME." followed by a paragraph of text: "Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds."

- Panel 1:** Shows 'Open Sans' selected. The font pairings are 'Staatliches Regular' and 'Oswald Regular'.
- Panel 2:** Shows 'Lato' selected. The font pairings are 'Staatliches Regular' and 'Lato Regular'.
- Panel 3:** Shows 'Oswald' selected. The font pairings are 'Staatliches Regular' and 'Oswald Regular'.

Paired 'Google Fonts' – Titan One

The image displays three panels, each showing a font pairing interface. Each panel features a list of fonts on the left and a preview area on the right. The preview area contains the text "The spectacle before us was indeed sublime." followed by a paragraph of text: "Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dishd out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds."

- Panel 1:** Shows 'Open Sans' selected. The font pairings are 'Titan One Regular' and 'Open Sans Regular'.
- Panel 2:** Shows 'Russo One' selected. The font pairings are 'Titan One Regular' and 'Russo One Regular'.
- Panel 3:** Shows 'Racing Sans One' selected. The font pairings are 'Titan One Regular' and 'Racing Sans One Regular'.

After having completed the previous task, I then decided to choose the 'Google Font' called 'Comfortaa' for the headings font due to the fact that this was the font that appeared to be the most modern as well as the one which appeared to be the most professional. With regards to choosing the paired font to be used for the paragraphs/areas not requiring headings, I decided to choose 'Roboto' as this was the font that appeared to be the boldest, relating to the research discovered of sports fonts being bold in font-weight.

Undertaking Inspiration Research

In order to understand the statistics to include within my project, I therefore needed to view existing products that were similar to my project idea. Whilst undertaking this task, I also listed the advantages and disadvantages of each existing product. This would have helped myself to understand which features would have been beneficial to integrate as well as those that would have needed to be discounted. This process can be viewed below.

'Premier League' Website

As part of the official 'Premier League' website, there was a section called 'Stats' where the user would have been able to view statistics of areas such as players and football teams as well as being able to compare statistics for players. Furthermore, when selecting a specific team, this would have also allowed for viewing statistics regarding these teams. The analysis regarding this service can be viewed below:

There was a Leader board Format, Ranking Players by Most Goals in this Situation (Premier League, 2019)

The screenshot shows the 'Premier League Player Stats' page. A red box highlights the filter options: 'Filter by Season 2018/19', 'Filter by Club All Clubs', 'Filter by Nationality All Nationalities', and 'Filter by Position All Positions'. Another red box highlights the table of top goal scorers.

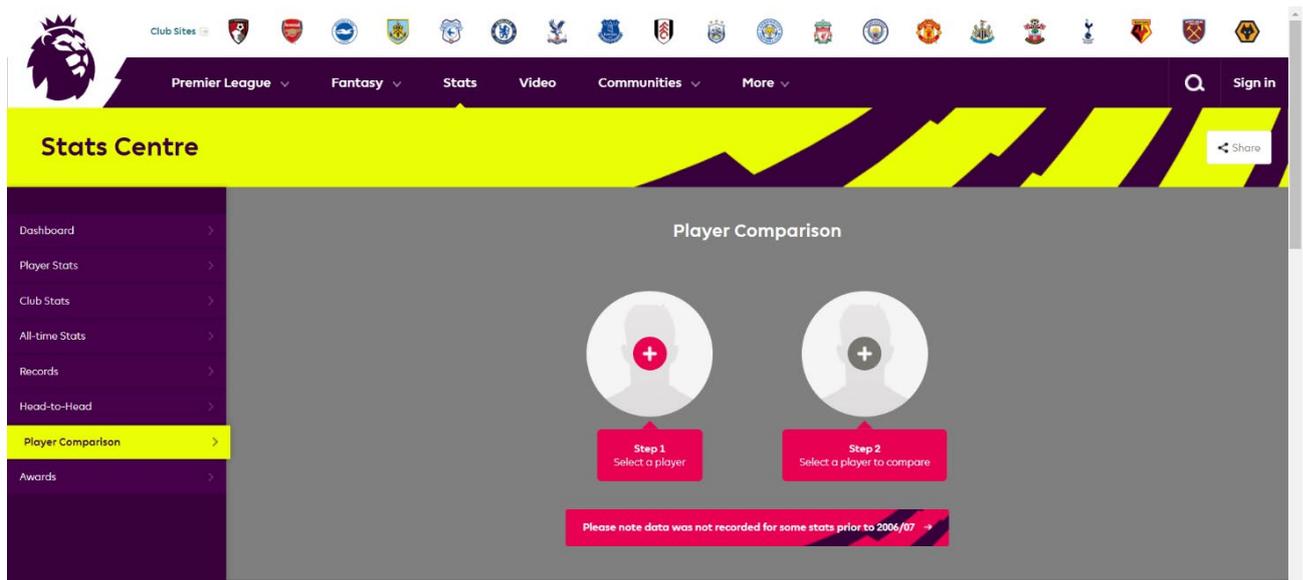
| Rank | Player | Club | Nationality | Stat |
|------|---------------------------|-------------------|-------------|------|
| 1. | Mohamed Salah | Liverpool | Egypt | 17 |
| 2. | Pierre-Emerick Aubameyang | Arsenal | Gabon | 15 |
| 3. | Sergio Agüero | Manchester City | Argentina | 14 |
| 3. | Harry Kane | Tottenham Hotspur | England | 14 |
| 5. | Eden Hazard | Chelsea | Belgium | 12 |
| 5. | Sadio Mané | Liverpool | Senegal | 12 |
| 7. | Paul Pogba | Manchester United | France | 11 |
| 8. | Richarlison | Everton | Brazil | 10 |
| 8. | Alexandre Lacazette | Arsenal | France | 10 |
| 8. | Aleksandar Mitrovic | Fulham | Serbia | 10 |

The Process of Selecting a Filter to Specify Information (Premier League, 2019)

The screenshot shows the 'Premier League Club Stats' page. A red box highlights the 'Filter by Season' dropdown menu, which is open to show a list of seasons from 2007/08 to 2018/19. The table to the right shows the number of wins for each club.

| Club | Stat |
|-------------------------|------|
| Liverpool | 20 |
| Manchester City | 20 |
| Tottenham Hotspur | 19 |
| Arsenal | 15 |
| Chelsea | 15 |
| Manchester United | 15 |
| Wolverhampton Wanderers | 11 |
| AFC Bournemouth | 10 |
| Watford | 10 |

The 'Player Comparison' Section on the Website – Before Selecting Players (Premier League, 2019)



The 'Player Comparison' Section on the Website – After Selecting Players, Being Able to View More Areas Example and an Example of Player Comparison Suggestions (Premier League, 2019)

Player Comparison

Sergio Agüero
FWD



Change

Show season range

Season 2018/19

Pierre-Emerick Aubameyang
FWD



Change

Show season range

Season 2018/19

Attacking

| | | |
|---------------------|-------|-------|
| Goals | 19 | 17 |
| Goals per match | 0.76 | 0.57 |
| Minutes per goal | 105 | 132 |
| Shots | 97 | 76 |
| Shots on target | 38 | 32 |
| Shots off target | 36 | 25 |
| Shooting accuracy % | 51.35 | 56.14 |
| Shooting success % | 19.59 | 22.37 |
| Penalties scored | 2 | 3 |
| Penalties saved | 0 | 0 |

Overview

| | | |
|--------------|----|----|
| Appearances | 22 | 25 |
| Goals | 14 | 15 |
| Assists | 6 | 4 |
| Clean sheets | 1 | 2 |
| Saves | 0 | 0 |
| Yellow cards | 3 | 0 |
| Red cards | 0 | 0 |

'MUFC' Application Processes other than Development Work Documentation – Daniel Wilkins

Popular Player Comparisons

| | | | | | |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| Kepa Arrizabalaga | Name | Asmir Begovic | Name | Jack Wilshere | Name |
| 2018/19 | Season | 2018/19 | Season | 2018/19 | Season |
| 68 | Saves | 60 | 4 | Clean sheets | 7 |
| 66.67 | Saves success % | 57.69 | 36 | Goals conceded | 4 |
| 12 | Clean sheets | 5 | 26 | Tackles | 17 |
| 34 | Goals conceded | 44 | 126 | Clearances | 39 |
| Full Player Comparison → | | Full Player Comparison → | | Full Player Comparison → | |

Viewing Player Statistics when Selecting a Team (Premier League, 2019)

2018/19 Premier League Player Stats

| Goals | Assists | Passes | Shots |
|---|---|---|--|
| 1 Paul Pogba Man Utd 11 | 1 Paul Pogba Man Utd 8 | 1 Nemanja Matic Man Utd 1,574 | 1 Paul Pogba Man Utd 79 |
| 2 Anthony Martial Man Utd 9 | 2 Marcus Rashford Man Utd 6 | 2 Paul Pogba Man Utd 1,424 | 2 Marcus Rashford Man Utd 55 |
| 2 Marcus Rashford Man Utd 9 | 3 Ander Herrera Man Utd 3 | 3 Luke Shaw Man Utd 1,203 | 3 Romelu Lukaku Man Utd 36 |
| View Full List → | View Full List → | View Full List → | View Full List → |

'MUFC' Application Processes other than Development Work Documentation – Daniel Wilkins

The Page the User was Navigated to when Selecting 'View Full List' on the Team Player Statistics Shown Above (Premier League, 2019)

Goals

Filter by Season 2018/19 Filter by Club Manchester United Filter by Nationality All Nationalities Filter by Position All Positions Reset Filters

| Rank | Player | Club | Nationality | Stat |
|------|-----------------|-------------------|-------------|------|
| 1. | Paul Pogba | Manchester United | France | 11 |
| 2. | Anthony Martial | Manchester United | France | 9 |
| 2. | Marcus Rashford | Manchester United | England | 9 |
| 4. | Romelu Lukaku | Manchester United | Belgium | 8 |
| 5. | Jesse Lingard | Manchester United | England | 4 |
| 6. | Ander Herrera | Manchester United | Spain | 2 |
| 6. | Juan Mata | Manchester United | Spain | 2 |
| 8. | Victor Lindelöf | Manchester United | Sweden | 1 |
| 8. | Nemanja Matic | Manchester United | Serbia | 1 |
| 8. | Fred | Manchester United | Brazil | 1 |
| 8. | Alexis Sánchez | Manchester United | Chile | 1 |
| 8. | Luke Shaw | Manchester United | England | 1 |
| 8. | Chris Smalling | Manchester United | England | 1 |
| 8. | Ashley Young | Manchester United | England | 1 |

‘MUFC’ Application Processes other than Development Work Documentation – Daniel Wilkins

An Overview of a Team’s Statistics when Viewing a Specific Team – Examples (Premier League, 2019)

Filter by Season
All Seasons

Reset Filters

| Matches played | Wins | Losses | Goals | Goals conceded | Clean sheets |
|----------------|------------|------------|--------------|----------------|--------------|
| 1,027 | 644 | 161 | 1,976 | 910 | 443 |

| Attack | | Team Play | | Defence | | Discipline | |
|---------------------|--------------|------------------|----------------|--------------------------|---------------|--------------|--------------|
| Goals | 1,976 | Passes | 247,825 | Clean sheets | 443 | Yellow cards | 1,451 |
| Goals per match | 1.92 | Passes per match | 241.31 | Goals conceded | 910 | Red cards | 65 |
| Shots | 7,562 | Pass accuracy % | 83% | Goals conceded per match | 0.89 | Fouls | 1,289 |
| Shots on target | 2,701 | Crosses | 11,800 | Saves | 594 | Offsides | 1,159 |
| Shooting accuracy % | 36% | Cross accuracy % | 23% | Tackles | 9,485 | | |
| Penalties scored | 59 | | | Tackle success % | 73% | | |
| Big chances created | 560 | | | Blocked shots | 1,972 | | |
| Hit woodwork | 189 | | | Interceptions | 6,852 | | |
| | | | | Clearances | 14,867 | | |
| | | | | Headed Clearance | 5,558 | | |
| | | | | Aerial Battles/Duels Won | 31,924 | | |
| | | | | Errors leading to goal | 49 | | |
| | | | | Own goals | 37 | | |

| Matches played | Wins | Losses | Goals | Goals conceded | Clean sheets |
|----------------|------------|------------|--------------|----------------|--------------|
| 1,025 | 552 | 220 | 1,752 | 986 | 415 |

| Attack | | Team Play | | Defence | | Discipline | |
|---------------------|--------------|------------------|----------------|--------------------------|---------------|--------------|--------------|
| Goals | 1,752 | Passes | 246,278 | Clean sheets | 415 | Yellow cards | 1,609 |
| Goals per match | 1.71 | Passes per match | 240.27 | Goals conceded | 986 | Red cards | 78 |
| Shots | 8,276 | Pass accuracy % | 83% | Goals conceded per match | 0.96 | Fouls | 1,084 |
| Shots on target | 2,800 | Crosses | 10,816 | Saves | 528 | Offsides | 1,233 |
| Shooting accuracy % | 34% | Cross accuracy % | 23% | Tackles | 9,575 | | |
| Penalties scored | 65 | | | Tackle success % | 75% | | |
| Big chances created | 520 | | | Blocked shots | 2,195 | | |
| Hit woodwork | 187 | | | Interceptions | 6,198 | | |
| | | | | Clearances | 12,603 | | |
| | | | | Headed Clearance | 4,690 | | |
| | | | | Aerial Battles/Duels Won | 33,037 | | |
| | | | | Errors leading to goal | 63 | | |
| | | | | Own goals | 34 | | |

Advantages of this service

- The leader boards aspect provided information regarding the player names, the teams they played for and their nationalities, allowing for clear information to be displayed to the user
- As stated before, there was a ranking system but this also allowed for ranking of players from those with the lowest amount of goals, etc., allowing for more user interaction
- Information was displayed in a professional and clear format with a consistent brand being utilised throughout
- There were several included filters to allow for specifying information to cause only a selected amount of players to appear
- There was an ability to reset the filters to allow the user to be able to view all players in the order displayed before changing particular filters
- There was a player comparison section which allowed for the user to be able to compare statistics for two players as well as being able to filter this by season
- Within the player comparison section, there were suggestions provided to the user, making it easier for users to view the players they wanted to
- When viewing compared players, the user had the option of selecting different categories to view more in-depth statistics
- Colours were utilised to signify which player had performed better in certain areas
- Regarding the team statistics, the players with the current highest statistics in certain areas would be displayed through an image of themselves with bolder information
- There was an option to view the full list of players for a team regarding a specific area such as goals, allowing for more provided information to the user -> Limited information was displayed on the page to enhance the appearance
- There was a provided overview of the entire statistics regarding teams with the ability to filter this by a particular season
- The colours utilised for the team statistics were personalised to match that of the selected team

Disadvantages/What could be improved regarding this service

- The team statistics could have been integrated within the actual 'Stats Centre' to make this easier to discover
- Animations could have been integrated to make the statistics more interesting
- There weren't any other disadvantages as this service was very professional and user-friendly

'Sky Sports' Website

When selecting a team on the 'Sky Sports' website, the user was able to navigate to view statistics for this particular team. This wasn't as complex as the 'Premier League' website but was still able to provide statistics for particular areas. The analysis of this can be seen below:

The User Would be able to View the Players with the Highest Statistics for the Three Sections Shown below with Others Ranked below (Sky Sports, 2019)

| MOST GOALS | MOST YELLOWS | MOST REDS |
|---|---|---|
|  |  |  |
| 6. Pogba 13 Goals 1st | 31. Matic 9 Yellows 1st | 20. Romero 1 Red 1st |
| 11. Martial 11 Goals 2nd | 18. Young 8 Yellows 2nd | 31. Matic 1 Red 2nd |
| 19. Rashford 10 Goals 3rd | 23. Shaw 8 Yellows 3rd | 3. Bailly 1 Red 3rd |
| 9. Lukaku 9 Goals 4th | 21. Herrera 5 Yellows 4th | 19. Rashford 1 Red 4th |

The User Would be Able to View Player Statistics in General with each Player being Categorised by their Position (Sky Sports, 2019)

| Goalkeeper | PLD | G | YC | RC |
|------------------|--------|---|----|----|
| David De Gea | 32 (0) | 0 | 1 | 0 |
| Lee Grant | 2 (1) | 0 | 0 | 0 |
| Sergio Romero | 4 (0) | 0 | 0 | 1 |
| Defender | PLD | G | YC | RC |
| Victor Lindelöf | 24 (1) | 1 | 1 | 0 |
| Eric Bailly | 14 (3) | 0 | 1 | 1 |
| Phil Jones | 14 (3) | 0 | 0 | 0 |
| Marcos Rojo | 2 (1) | 0 | 1 | 0 |
| Chris Smalling | 20 (0) | 1 | 1 | 0 |
| Ashley Young | 23 (2) | 1 | 8 | 0 |
| Diogo Dalot | 9 (2) | 0 | 2 | 0 |
| Luke Shaw | 28 (0) | 1 | 8 | 0 |
| Antonio Valencia | 8 (0) | 0 | 4 | 0 |
| Matteo Darmian | 8 (1) | 0 | 0 | 0 |

'MUFC' Application Processes other than Development Work Documentation – Daniel Wilkins

| Midfielder | PLD | G | YC | RC |
|-----------------|--------|----|----|----|
| Paul Pogba | 28 (2) | 13 | 3 | 0 |
| Jesse Lingard | 19 (7) | 5 | 4 | 0 |
| Andreas Pereira | 8 (5) | 1 | 2 | 0 |
| Fred | 12 (4) | 1 | 3 | 0 |
| Ander Herrera | 19 (5) | 3 | 5 | 0 |
| Nemanja Matic | 30 (0) | 1 | 9 | 1 |
| James Garner | 0 (1) | 0 | 0 | 0 |
| Scott McTominay | 7 (5) | 0 | 0 | 0 |
| Tahith Chong | 0 (1) | 0 | 1 | 0 |
| Angel Gomes | 0 (2) | 0 | 0 | 0 |

| Attacking Midfielder | PLD | G | YC | RC |
|----------------------|--------|---|----|----|
| Juan Mata | 18 (9) | 5 | 2 | 0 |

| Striker | PLD | G | YC | RC |
|-----------------|---------|----|----|----|
| Alexis Sánchez | 13 (8) | 4 | 2 | 0 |
| Romelu Lukaku | 21 (10) | 9 | 3 | 0 |
| Anthony Martial | 20 (7) | 11 | 3 | 0 |
| Marcus Rashford | 21 (9) | 10 | 5 | 1 |
| Mason Greenwood | 0 (0) | 0 | 0 | 0 |

'MUFC' Application Processes other than Development Work Documentation – Daniel Wilkins

The User would be Able to View a Player's Profile after Selecting their Name on the Previously shown Screen (Sky Sports, 2019)



Player Details

Name: **Paul Pogba** Club: Manchester United
Date of birth: 15/03/1993 Squad: 6
Place of birth: France Position: Midfielder

PAUL POGBA TRANSFER HISTORY

| FROM | TO | DATE | FEE |
|----------|---------|-------------|--------|
| Juventus | Man Utd | 09 Aug 2016 | £89.0m |

PAUL POGBA SEASON STATS

| COMPETITION | TEAM | PLD | G | YC | RC |
|---------------------|---------|--------|----|----|----|
| Premier League | Man Utd | 22 (1) | 11 | 3 | 0 |
| Champions League | Man Utd | 5 (1) | 2 | 0 | 0 |
| Nations League | France | 3 (0) | 0 | 0 | 0 |
| The FA Cup | Man Utd | 1 (0) | 0 | 0 | 0 |
| World Cup | France | 6 (0) | 2 | 1 | 0 |
| International Match | France | 1 (0) | 0 | 0 | 0 |

Advantages of this service

- The user was able to clearly view the players with the highest statistics regarding goals, yellow cards and red cards through images displayed of these players and text being used solely for others ranked below
- The user would be able to identify player positions through the players being categorised through areas such as 'Striker'
- Within these categories, the user would be able to view each player of the selected team with their statistics regarding games played, goals, yellow cards and red cards
- In addition to the provided statistics, users would be able to select a player to then view their profile, displaying further information regarding both statistics and general information such as nationality
- The further statistics would be divided into separate competitions

Disadvantages/What could be improved regarding this service

- There weren't options to allow users to filter the statistics
- There were limited statistics provided, only focusing on goals, appearances, yellow cards and red cards
- There was no option of a player comparison or to view statistics as a whole for certain competitions e.g. not being able to view all players in a leader board format for the whole of the 'Premier League'
- Some of the images displayed were of players at their former clubs and not of them at their current clubs
- Some of the branding was different to that of the rest of the website, providing an inconsistent appearance

'ESPN' Website

Likewise to the 'Sky Sports' website, the 'ESPN' website also dedicated a section to viewing team statistics within the 'Football' section of the website. Again, this wasn't as complex as the 'Premier League' website but still provided some statistics regarding players for a particular team. This analysis can be viewed below:

An Overview of the Presented Page when Navigating to this Section of the Website – The Goals and Assists Section (ESPN, n.d.)

Manchester United Scoring Stats

English Premier League | 2018-19

| Top Scorers | | | | Top Assists | | | |
|-------------|-----------------|----|----|-------------|-------------------|----|---|
| RK | NAME | P | G | RK | NAME | P | A |
| 1 | Paul Pogba | 23 | 11 | 1 | Paul Pogba | 23 | 8 |
| 2 | Marcus Rashford | 22 | 9 | 2 | Marcus Rashford | 22 | 6 |
| | Anthony Martial | 20 | 9 | 3 | Ander Herrera | 18 | 3 |
| 4 | Romelu Lukaku | 23 | 8 | | Alexis Sánchez | 14 | 3 |
| 5 | Jesse Lingard | 21 | 4 | 5 | Jesse Lingard | 21 | 2 |
| 6 | Ander Herrera | 18 | 2 | | Anthony Martial | 20 | 2 |
| | Juan Mata | 17 | 2 | | Ashley Young | 19 | 2 |
| 8 | Nemanja Matic | 23 | 1 | | Juan Mata | 17 | 2 |
| | Victor Lindelöf | 21 | 1 | 9 | Luke Shaw | 21 | 1 |
| | Luke Shaw | 21 | 1 | | Marouane Fellaini | 14 | 1 |
| | Ashley Young | 19 | 1 | | Phil Jones | 12 | 1 |
| | Chris Smalling | 15 | 1 | | Diogo Dalot | 8 | 1 |
| | Alexis Sánchez | 14 | 1 | 13 | David De Gea | 26 | 0 |
| | Fred | 10 | 1 | | Romelu Lukaku | 23 | 0 |

An Overview of the Discipline Section (ESPN, n.d.)

Manchester United Discipline Stats

English Premier League | 2018-19

| Discipline | | | | |
|------------|-----------------|----|----|----|
| RK | NAME | P | YC | RC |
| 1 | Ashley Young | 25 | 7 | 1 |
| 2 | Luke Shaw | 27 | 10 | 0 |
| 3 | Nemanja Matic | 25 | 6 | 1 |
| 4 | Paul Pogba | 29 | 5 | 0 |
| | Andreas Pereira | 11 | 3 | 0 |
| | Ander Herrera | 20 | 3 | 0 |
| | Diogo Dalot | 12 | 3 | 0 |
| 8 | Eric Bailly | 11 | 0 | 1 |
| 9 | Juan Mata | 19 | 2 | 0 |
| | Jesse Lingard | 24 | 2 | 0 |

The Process of Being Able to Select Filters for Competition Type (ESPN, n.d.)

Manchester United Discipline Stats

Scoring
Discipline
Performance

English Premier League 2018-19

- Friendly
- English FA Cup
- UEFA Champions League
- English Premier League
- English Carabao Cup
- International Champions Cup
- UEFA Super Cup
- English FA Community Shield
- UEFA Europa League

| | P | YC | RC |
|-----------------|----|----|----|
| Ashley Young | 23 | 5 | 1 |
| Paul Pogba | 21 | 8 | 0 |
| Ander Herrera | 19 | 6 | 0 |
| Eric Bailly | 10 | 0 | 1 |
| Andreas Pereira | 7 | 2 | 0 |
| Juan Mata | 17 | 2 | 0 |

The Process of Being Able to View a Player's Profile after Selecting a Player's Name in the Previously shown Statistics (ESPN FC, n.d.)

ESPN FC
ESPNCOM

MANCHESTER UNITED
HOME

SCORES & FIXTURES

NEWS

SQUAD

BLOG

STATISTICS

VIDEO

OTHER CLUBS

Paul Pogba

POSITION: Midfielder AGE: 25

HEIGHT: 6'3" (1.93m) DOB: March 15, 1993

WEIGHT: 176 lbs (80 kg)

Read the latest in our [Paul Pogba blog](#) Tweet Share

Previous Game

| | | | | | |
|-------------------|---|---|---|--|----|
| Fulham | 0 | | 0 | | FT |
| Manchester United | 3 | ← | | | |

Live football odds with bet365. [Bet Now](#)

Career

2019 / 2020

| TEAM | COMP | GS | SB | G | A | SH | SG | FC | FS | YC | RC |
|---------------|------|----|----|---|---|----|----|----|----|----|----|
| France | ECQ | 4 | 0 | 0 | 2 | 6 | 4 | 4 | 2 | 0 | 0 |
| Season Totals | | 4 | 0 | 0 | 2 | 6 | 4 | 4 | 2 | 0 | 0 |

Appearances

2019 / 2020

| TEAM | OPPO | DATE | COMP | RES | APPEAR | G | A | SH | SG | FC | FS | YC | RC |
|--------|-------------|--------------|------|-----------------------|---------|---|---|----|----|----|----|----|----|
| France | H - Iceland | Mar 25, 2019 | ECQ | W 4-0 | Started | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| France | A - Moldova | Mar 22, 2019 | ECQ | W 1-4 | Started | 0 | 1 | 3 | 2 | 2 | 0 | 0 | 0 |

A: GOALASSISTS **APPEAR:** APPEARANCE **COMP:** COMPETITION **FC:** FOULS COMMITTED **FS:** FOULS SUFFERED

G: TOTALGOALS **OPPO:** OPPONENT **RC:** RED CARDS **RES:** RESULT **SG:** SHOTS ON TARGET **SH:** TOTAL SHOTS

YC: YELLOW CARDS

The Performance Section of the Whole Team (ESPN, n.d.)

Manchester United Performance Stats

Scoring
Discipline
Performance

English Premier League
2018-19

Ranking

| CATEGORY | RK | GOALS | FIRST PLACE |
|-----------------|----|-------|--------------|
| Goal Difference | | 18 | MNC 62 Goals |
| Assists | | 39 | MNC 62 Goals |
| Total Goals | | 61 | MNC 83 Goals |
| Goals Conceded | | 43 | MNC 21 Goals |

Match Performance

| CATEGORY | GOALS | MATCH | DATES |
|--------------------|-------|--|-------------|
| Goals Scored (H) | 4 | Manchester United 4 - 1 Fulham | Sat, 8 Dec |
| Goals Scored (A) | 5 | Cardiff City 1 - 5 Manchester United | Sat, 22 Dec |
| Goals Conceded (H) | 3 | Manchester United 0 - 3 Tottenham Hotspur | Mon, 27 Aug |
| Goals Conceded (A) | 3 | Brighton & Hove Albion 3 - 2 Manchester United | Sun, 19 Aug |
| Winning Margin | 4 | Cardiff City 1 - 5 Manchester United | Sat, 22 Dec |
| Losing Margin | -3 | Manchester United 0 - 3 Tottenham Hotspur | Mon, 27 Aug |

Streaks

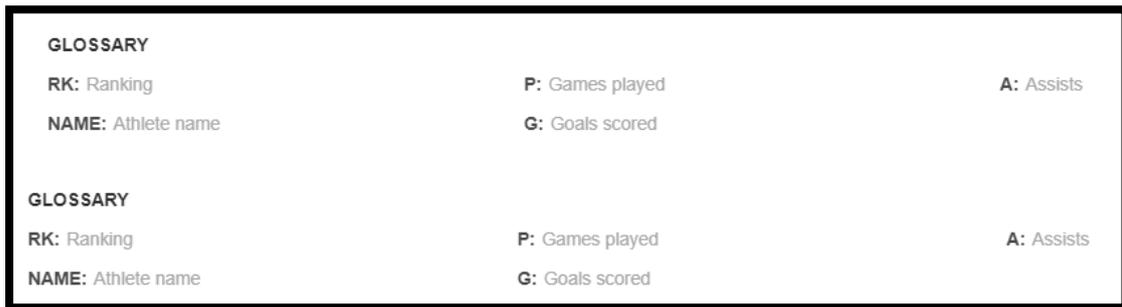
| CATEGORY | TEAM | GAMES |
|--------------------------|-------------------|-------|
| Longest Winning | Manchester United | 6 |
| Longest Current Winning | Manchester United | 0 |
| Longest Unbeaten | Manchester United | 12 |
| Longest Current Unbeaten | Manchester United | 0 |
| Longest Losing | Manchester United | 2 |
| Longest Current Losing | Manchester United | 1 |
| Longest Winless | Manchester United | 4 |
| Longest Current Winless | Manchester United | 1 |

Attendance

| CATEGORY | ATT | MATCH | DATES |
|-----------------------|---------|---|-------------|
| Largest Attendance | 74556 | Manchester United 4 - 1 AFC Bournemouth | Sun, 30 Dec |
| Lowest Attendance | 74400 | Manchester United 0 - 3 Tottenham Hotspur | Mon, 27 Aug |
| Average Attendance | 74505 | - | - |
| Aggregated Attendance | 1117579 | - | - |

Advantages of this service

- There was personalisation due to the fact that the colours utilised matched that of the selected team
- The main statistics were divided into three main sections which were 'Scoring', 'Discipline' and 'Performance', reducing the need to display all information on the same page
- There was the ability to filter statistics by both competition and season
- There was also an overview of the team's performance as a whole, providing a variety of information to the user
- The user was also able to view a player's profile which would provide general information as well as statistics regarding their career and appearances both for their national and club teams
- There were leader boards provided for the players, displaying their position compared to other players
- Glossaries were included to allow the user to understand what certain abbreviations related to (example shown below)



Disadvantages/What could be improved regarding this service

- There weren't as detailed statistics as that included in the actual 'Premier League' website
- The appearance of the service could have been improved to become more interesting
- There could have been more interaction/animations provided for the user
- Some of the pictures provided for the players were of the players at previous clubs
- More filters could have been integrated to allow for more specifying of players
- Some information provided was incomplete, degrading the user experience

'WhoScored' Website

For this website, there were more provided statistics than that included on the previously two analysed websites with also more unique features such as a 'Statistical Best XI'. This website compared players and teams across all leagues/competitions in different countries. The analysis for this website can be viewed below:

The User had the Ability to view Team Statistics with Different Filters (WhoScored.com, 2019)

Team Statistics

Summary **Defensive** **Offensive** Detailed

View: Overall Home Away

| R | Team | Tournament | Goals | Shots pg | Discipline | Possession% | Pass% | AerialsWon | Rating |
|----|------------------------|------------------------|-------|----------|------------|-------------|-------|------------|--------|
| 1 | Paris Saint-Germain | France Ligue 1 | 87 | 15.5 | 50 2 | 60.2 | 88.7 | 11.2 | 7.15 |
| 2 | Manchester City | England Premier League | 83 | 18 | 37 1 | 64.2 | 89.1 | 14.2 | 7.09 |
| 3 | Barcelona | Spain La Liga | 79 | 15 | 57 2 | 61.1 | 88.3 | 11.9 | 7.03 |
| 4 | Juventus | Italy Serie A | 62 | 17 | 58 3 | 55.1 | 86.2 | 14.9 | 7.02 |
| 5 | Bayern Munich | Germany Bundesliga | 69 | 18.1 | 33 2 | 62.2 | 87.5 | 15.1 | 7.00 |
| 6 | Liverpool | England Premier League | 72 | 15 | 31 2 | 58.1 | 84.3 | 15.5 | 6.98 |
| 7 | Borussia Dortmund | Germany Bundesliga | 66 | 13.6 | 35 1 | 56.7 | 85.3 | 15.3 | 6.98 |
| 8 | RasenBallsport Leipzig | Germany Bundesliga | 49 | 15.1 | 51 1 | 50.6 | 75.6 | 23.9 | 6.98 |
| 9 | Atletico Madrid | Spain La Liga | 45 | 11.7 | 75 3 | 49.0 | 79.5 | 18.9 | 6.94 |
| 10 | Eintracht Frankfurt | Germany Bundesliga | 54 | 12.5 | 45 2 | 48.3 | 74.2 | 24.9 | 6.91 |
| 11 | Napoli | Italy Serie A | 57 | 18.2 | 57 5 | 56.3 | 87.3 | 10.4 | 6.91 |
| 12 | Chelsea | England Premier League | 55 | 16.1 | 41 0 | 61.1 | 87.9 | 14.1 | 6.89 |
| 13 | Lyon | France Ligue 1 | 51 | 17.4 | 43 3 | 58.1 | 85.8 | 16.4 | 6.89 |
| 14 | Tottenham | England Premier League | 60 | 13.8 | 46 1 | 56.8 | 83.2 | 15.6 | 6.87 |
| 15 | Real Madrid | Spain La Liga | 53 | 16.6 | 56 5 | 58.4 | 88.0 | 13.3 | 6.87 |
| 16 | Atalanta | Italy Serie A | 60 | 16.5 | 48 3 | 56.7 | 84.2 | 17.1 | 6.87 |
| 17 | Hoffenheim | Germany Bundesliga | 54 | 17.4 | 49 1 | 52.4 | 81.6 | 15.7 | 6.86 |
| 18 | Bayer Leverkusen | Germany Bundesliga | 48 | 15.2 | 45 1 | 55.8 | 83.2 | 16.7 | 6.83 |
| 19 | Inter | Italy Serie A | 47 | 15.8 | 59 2 | 56.3 | 85.8 | 13.8 | 6.83 |
| 20 | Lazio | Italy Serie A | 42 | 16.2 | 68 2 | 50.5 | 82.1 | 17 | 6.83 |

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Goals: Total goals Shots pg: Shots per game Discipline: Yellow card
 Red: Red card Possession%: Possession Percentage Pass%: Pass success percentage
 AerialsWon: Aerial duels won per game
 * Only teams from English Premier League, French Ligue 1, German Bundesliga, Italian Serie A and Spanish La Liga are displayed

The User had the Ability to view Player Statistics with Different Filters (WhoScored.com, 2019)

Player Statistics

| Summary | | | | | | | | | | | | |
|----------------------------------|--|-------|------|-------|---------|-----|-----|-----|------|------------|------|--------|
| Defensive | | | | | | | | | | | | |
| Offensive | | | | | | | | | | | | |
| Passing | | | | | | | | | | | | |
| Detailed | | | | | | | | | | | | |
| View: Overall Home Away | | | | | | | | | | | | |
| Filter: Minimum apps All players | | | | | | | | | | | | |
| R | Player | Apps | Mins | Goals | Assists | Yel | Red | SpG | PS% | AerialsWon | MotM | Rating |
| 1 | Lionel Messi Barcelona, 31, AM(CR),FW | 25(3) | 2276 | 32 | 12 | 3 | - | 5.2 | 81.9 | 0.3 | 14 | 8.60 |
| 2 | Kylian Mbappé Paris Saint-Germain, 20, AM(LR),FW | 20(4) | 1953 | 27 | 6 | 4 | 1 | 4.3 | 79.1 | 0.1 | 7 | 8.02 |
| 3 | Têji Savanier Nimes, 27, M(C) | 24 | 2146 | 4 | 9 | 5 | 1 | 2.1 | 70 | 1.8 | 5 | 7.90 |
| 4 | Cristiano Ronaldo Juventus, 34, M(L),FW | 25(1) | 2239 | 19 | 8 | 2 | - | 6.1 | 85.3 | 1 | 9 | 7.78 |
| 5 | Eden Hazard Chelsea, 28, M(CLR),FW | 27(4) | 2455 | 14 | 12 | 2 | - | 2.5 | 83.3 | 0.6 | 12 | 7.73 |
| 6 | Raheem Sterling Manchester City, 24, M(CLR),FW | 25(3) | 2237 | 15 | 9 | 2 | - | 2.2 | 86.1 | 0.3 | 8 | 7.71 |
| 7 | Edinson Cavani Paris Saint-Germain, 32, AM(LR),FW | 16 | 1299 | 17 | 4 | - | - | 2.9 | 74.3 | 0.3 | 2 | 7.70 |
| 8 | Robert Lewandowski Bayern Munich, 30, FW | 26 | 2329 | 19 | 7 | 1 | - | 4.3 | 78.4 | 1.7 | 4 | 7.63 |
| 9 | Sébastien Haller Eintracht Frankfurt, 24, FW | 23(4) | 2107 | 14 | 9 | 3 | - | 2 | 63.1 | 7.2 | 3 | 7.63 |
| 10 | Alejandro Gómez Atalanta, 31, M(CL),FW | 26(1) | 2255 | 6 | 9 | 4 | - | 2.9 | 84.8 | 0.2 | 5 | 7.60 |

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Mins: Minutes played **Goals:** Total goals **Assists:** Total assists
Yel: Yellow card **Red:** Red card **SpG:** Shots per game
PS%: Pass success percentage **AerialsWon:** Aerial duels won per game **MotM:** Man of the match
** Only players from English Premier League, French Ligue 1, German Bundesliga, Italian Serie A and Spanish La Liga are displayed*

The User had the Ability to View the Best Team Based on Ratings with the Ability to Filter this (WhoScored.com, 2019)

Statistical Best XI

| Tournaments: Top 5 Leagues Premier League Serie A La Liga Bundesliga Ligue 1 | | | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|--|--|--|
| View: Weekly Monthly Seasonal | | | | | | | | | | | | |
| 15-03-2019 / 17-03-2019 | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| <p>* Only the best performing player for each position is displayed ** Player ratings in weekly Best XIs correct as of midnight (GMT) on the final match of the gameweek</p> | | | | | | | | | | | | |

The User was Able to view a Player's Profile after Selecting a Player with Detailed Statistics (WhoScored.com, 2019)

Lionel Messi's Profile



Name: Lionel Messi
Age: 31 years old (24-06-1987)
Current Team: Barcelona
Height: 170cm
Shirt Number: 10
Weight: 72kg
Positions: Attacking Midfielder (Centre, Right)
 Forward
Nationality: Argentina

Current Participations

Summary **Defensive** **Offensive** **Passing** **Detailed**

View: Overall Home Away

| Tournament | Apps | Mins | Goals | Assists | Yel | Red | SpG | PS% | AerialsWon | MotM | Rating |
|--------------------------|-----------|-------------|-----------|-----------|----------|----------|------------|-------------|------------|-----------|-------------|
| UEFA Champions League | 5(1) | 477 | 8 | 3 | - | - | 6.2 | 86.1 | - | 5 | 8.93 |
| La Liga | 25(3) | 2276 | 32 | 12 | 3 | - | 5.2 | 81.9 | 0.3 | 14 | 8.60 |
| FIFA World Cup Argentina | 4 | 360 | 1 | 2 | 1 | - | 4.5 | 82 | - | 1 | 7.87 |
| Club Friendlies | 1(1) | N/A | 1 | N/A | - | - | N/A | N/A | N/A | N/A | - |
| Copa del Rey | 3(1) | N/A | 2 | N/A | - | - | N/A | N/A | N/A | N/A | - |
| Supercopa de Espana | 1 | N/A | - | N/A | - | - | N/A | N/A | N/A | N/A | - |
| Int. Friendly Argentina | 1 | N/A | - | N/A | - | - | N/A | N/A | N/A | N/A | - |
| Total / Average | 46 | 3113 | 44 | 17 | 4 | 0 | 5.3 | 82.5 | 0.2 | 20 | 8.58 |

Mins: Minutes played
Yel: Yellow card
PS%: Pass success percentage
 *Tournaments with detailed coverage

Goals: Total goals
Red: Red card
AerialsWon: Aerial duels won per game

Assists: Total assists
SpG: Shots per game
MotM: Man of the match

Playing Positions



| Position | Apps | Goals | Assists | Rating |
|-----------------------------------|------|-------|---------|--------|
| FWR (Forward Right) | 24 | 29 | 9 | 8.7 |
| FW (Forward Centre) | 8 | 10 | 7 | 9.12 |
| Sub (Substitute) | 4 | 2 | 1 | 7.34 |
| AMC (Attacking Midfielder Centre) | 2 | 0 | 0 | 7.34 |

* Only tournaments with detailed coverage

Lionel Messi Characteristics

+ Strengths

- Passing Very Strong
- Through balls Very Strong
- Key passes Very Strong
- Dribbling Very Strong
- Finishing Very Strong
- Long shots Very Strong
- Direct free-kicks Very Strong
- Holding on to the ball Strong

- Weaknesses

- Defensive contribution Very Weak

Lionel Messi's Style of Play

- Likes to shoot from distance
- Likes to dribble
- Likes to cut inside
- Gets fouled often
- Likes to play long balls
- Plays the ball off the ground often
- Likes to do layoffs
- Does not dive into tackles

© WhoScored.com

* Strengths, weaknesses and styles are calculated from statistics of each player's latest two seasons

Latest Matches

| Competition | Date | Opposition | Score | Played* | Rating |
|-------------|------------|-------------|-------|---------|--------|
| UCL | 19-02-2019 | Lyon | 0 : 0 | 90' | 8.06 |
| SLL | 23-02-2019 | Sevilla | 2 : 4 | 90' | 10 |
| SCdR | 27-02-2019 | Real Madrid | 0 : 3 | 90' | N/A |
| SLL | 02-03-2019 | Real Madrid | 0 : 1 | 90' | 7.26 |
| SLL | 09-03-2019 | Barcelona | 3 : 1 | 90' | 9.53 |
| UCL | 13-03-2019 | Barcelona | 5 : 1 | 90' | 10 |
| SLL | 17-03-2019 | Real Betis | 1 : 4 | 90' | 10 |
| IF | 22-03-2019 | Argentina | 1 : 3 | 90' | N/A |
| SLL | 30-03-2019 | Barcelona | 2 : 0 | 90' | 9.85 |
| SLL | 02-04-2019 | Villarreal | 4 : 4 | 29' | 7.3 |

The User was Able to view a Team's Profile after Selecting a Team with Detailed Statistics (WhoScored.com, 2019)

Paris Saint-Germain Fixtures +

| | | | | | | | |
|---|------|------------|---------------------|----------|-------------------|---------------------|--------------|
| L | UCL | 06-03-2019 | Paris Saint-Germain | 1 : 3* | Manchester United | Match Report | |
| | FL1 | 09-03-2019 | Post | Nantes | vs | Paris Saint-Germain | |
| W | FL1 | 12-03-2019 | | Dijon | 0 : 4 | Paris Saint-Germain | Match Report |
| W | FL1 | 17-03-2019 | Paris Saint-Germain | 3 : 1 | Marseille | 1 | Match Report |
| W | FL1 | 31-03-2019 | | Toulouse | 0 : 1 | Paris Saint-Germain | Match Report |
| W | FCdF | 03-04-2019 | Paris Saint-Germain | 3 : 0 | Nantes | 1 | |
| | FL1 | 07-04-2019 | Paris Saint-Germain | vs | Strasbourg | | |
| | FL1 | 14-04-2019 | | Lille | vs | Paris Saint-Germain | |

Paris Saint-Germain Statistics

Summary Defensive Offensive Detailed

View: Overall Home Away

| Tournament | Apps | Goals | Shots pg | Discipline | Possession% | Pass% | AerialsWon | Rating |
|------------------------|-----------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Ligue 1 | 29 | 87 | 15.5 | 50 2 | 60.2 | 88.7 | 11.2 | 7.15 |
| UEFA Champions League | 8 | 20 | 14.9 | 18 0 | 57.4 | 88.7 | 10.9 | 6.89 |
| Coupe de France | 5 | 15 | N/A | 4 0 | N/A | N/A | N/A | - |
| Coupe de la Ligue | 2 | 3 | N/A | 3 0 | N/A | N/A | N/A | - |
| Club Friendlies | 2 | 3 | N/A | 0 0 | N/A | N/A | N/A | - |
| Trophée des Champions | 1 | 4 | N/A | 0 0 | N/A | N/A | N/A | - |
| Total / Average | 47 | 132 | 15.4 | 75 2 | 59.6 | 88.7 | 11.1 | 7.09 |

Goals: Total goals Shots pg: Shots per game Discipline: Yellow card
 Red: Red card Possession%: Possession Percentage Pass%: Pass success percentage
 AerialsWon: Aerial duels won per game

Paris Saint-Germain Squad

Summary Defensive Offensive Passing Detailed

Tournaments: Ligue 1 UEFA Champions League View: Overall Home Away

| R | Player | CM | KG | Apps | Mins | Goals | Assists | Yel | Red | SpG | PS% | AerialsWon | MotM | Rating | | |
|----|-----------------------------------|----|----|------|------|-------|---------|-----|-----|-----|-----|------------|------|--------|---|------|
| 1 | Neymar 27, AM(CLR),FW | | | 175 | 68 | 13 | 1129 | 13 | 6 | 2 | - | 3.7 | 81.2 | 0.3 | 6 | 8.53 |
| 2 | Kylian Mbappé 20, AM(LR),FW | | | 178 | 73 | 20(4) | 1953 | 27 | 6 | 4 | 1 | 4.3 | 79.1 | 0.1 | 7 | 8.02 |
| 3 | Edinson Cavani 32, AM(LR),FW | | | 184 | 71 | 16 | 1299 | 17 | 4 | - | - | 2.9 | 74.3 | 0.3 | 2 | 7.70 |
| 4 | Ángel Di María 31, M(CLR),FW | | | 180 | 75 | 23(2) | 1914 | 9 | 10 | 2 | - | 3.1 | 79.5 | - | 2 | 7.55 |
| 5 | Marquinhos 24, D(CR),DMC | | | 183 | 75 | 25 | 2250 | 3 | 1 | 2 | - | 0.4 | 91.9 | 2.2 | - | 7.36 |
| 6 | Adrien Rabiot 24, DMC | | | 188 | 71 | 12(2) | 1064 | 2 | 1 | 3 | - | 0.5 | 93.1 | 1.6 | 1 | 7.31 |
| 7 | Julian Draxler 25, AM(CLR) | | | 187 | 72 | 16(6) | 1501 | 3 | 5 | 3 | - | 1.2 | 90.1 | 0.7 | 3 | 7.25 |
| 8 | Antoine Bernede 19, Midfielder | | | 177 | 74 | 2 | 170 | - | - | - | - | 0.5 | 93.5 | 1.5 | - | 7.24 |
| 9 | Thomas Meunier 27, D(R),M(R) | | | 190 | 88 | 16(3) | 1424 | 3 | 3 | 1 | - | 0.8 | 84.8 | 1.4 | 1 | 7.15 |
| 10 | Marco Verratti 26, DMC | | | 165 | 60 | 17(3) | 1361 | - | 2 | 5 | - | 0.1 | 90.3 | 0.2 | - | 7.11 |

Paris Saint-Germain Characteristics

| + Strengths | | - Weaknesses | |
|---|-------------|--|-----------|
| Finishing scoring chances | Very Strong | Avoiding offside | Very Weak |
| Counter attacks | Very Strong | Aerial duels | Very Weak |
| Creating chances using through balls | Very Strong | Stopping opponents from creating chances | Very Weak |
| Creating chances through individual skill | Very Strong | | |
| Creating scoring chances | Very Strong | | |
| Defending set pieces | Very Strong | | |
| Shooting from direct free kicks | Strong | | |

Paris Saint-Germain's Style of Play

- Control the game in the opposition's half
- Attack through the middle
- Short passes
- Attempt through balls often
- Possession football
- Rotate their first eleven
- Non-aggressive

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* Strengths, weaknesses and styles are calculated from statistics of each player's latest two seasons

Paris Saint-Germain Top Players

Tournaments: Ligue 1 | UEFA Champions League

View: Overall | Home | Away

| Goals | Aggression | Appearances |
|---------------|-----------------|-------------------|
| K. Mbappé 27 | K. Mbappé 4 1 | Marquinhos 25 |
| E. Cavani 17 | M. Verratti 5 0 | Á. D. María 23(2) |
| Neymar 13 | J. Bernat 5 0 | T. Silva 22(1) |
| Á. D. María 9 | P. Kimpembe 2 1 | K. Mbappé 20(4) |
| Marquinhos 5 | T. Silva 4 0 | M. Verratti 17(3) |

| Aerials Won | Assists | Ratings |
|----------------|----------------|------------------|
| Marquinhos 2.2 | Á. D. María 10 | Neymar 8.53 |
| L. Kurzawa 1.9 | K. Mbappé 6 | K. Mbappé 8.02 |
| T. Silva 1.8 | Neymar 6 | E. Cavani 7.7 |
| T. Kehrer 1.7 | J. Draxler 5 | Á. D. María 7.55 |
| A. Rabiot 1.6 | M. Diaby 5 | Marquinhos 7.36 |

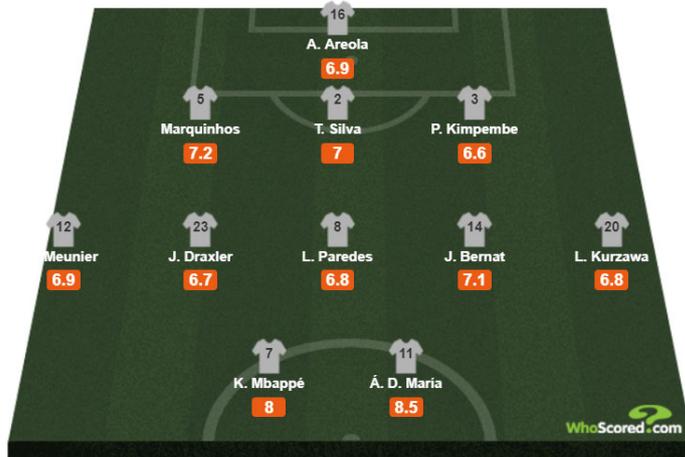
Paris Saint-Germain Formations Summary

View: Seasonal | Last Match | Squad List

Tournaments: Ligue 1 | UEFA Champions League

Formation: 352 (7) | 3421 (5) | 433 (5) | 442 (3) | 4222 (3) | 4231 (3) | 4312 (1) | 343 (1) | 3412 (1)

| Formation | Rating | Apps | Scored | Conceded | W | D | L |
|-----------|--------|------|--------|----------|---|---|---|
| 352 | 6.9 | 7 | 13 | 5 | 5 | 1 | 1 |



* Only the best performing player for each position is displayed

The User had the Ability to Undertake Player Comparisons (WhoScored.com, 2019)

Player Comparisons

Summary **Defensive** Offensive Passing

View: Overall Home Away Filters ▲

| | |
|---------------------------|---------------------------|
| England: Premier League ▼ | England: Premier League ▼ |
| 2018/2019 ▼ | 2018/2019 ▼ |
| Premier League ▼ | Premier League ▼ |
| Southampton ▼ | Chelsea ▼ |
| Nathan Redmond ▼ | Eden Hazard ▼ |

+

Submit

Player Comparisons

Summary **Defensive** Offensive Passing

View: Overall Home Away

| | Nathan Redmond Southampton Premier League - 2018/2019 | Eden Hazard Chelsea Premier League - 2018/2019 |
|----------------------|---|--|
| | | |
| | | |
| | Age: 24 AM(CLR),FW | Age: 28 M(CLR),FW |
| Apps | 25(1) | 21(3) |
| Mins | 2244 | 1930 |
| Goals | 3 | 12 |
| Assists | 2 | 10 |
| Yel | 2 | 2 |
| Red | - | - |
| SpG | 1.5 | 2.7 |
| PS% | 75.1 | 82.7 |
| AerialsWon | 0.8 | 0.8 |
| MotM | 1 | 9 |
| WhoScored.com Rating | 6.85 | 7.80 |

Mins: Minutes played *Goals*: Total goals *Assists*: Total assists
Yel: Yellow card *Red*: Red card *SpG*: Shots per game
PS%: Pass success percentage *AerialsWon*: Aerial duels won per game *MotM*: Man of the match

Advantages of this service

- The user was able to view in-depth statistics regarding both teams and players
- There were several filters included to manipulate the data on the page and to allow for ordering teams and players by different categories
- Pagination was included to reduce the quantity of information provided initially on the pages
- There was inclusion of different keys to explain what each term signified such as 'Goals'
- Users were able to identify players performing the best through a best team section where they could select filters to view how this would differentiate between leagues
- When selecting a player, this would cause a player profile to appear, displaying statistics of different competitions
- As well as statistics, areas such as characteristics were included to help users understand the strengths and weaknesses of players
- General information was included about players such as nationality and age
- Colours were utilised to signify different key information such as yellow for yellow cards and red for red cards
- Likewise to the player profiles, the team profiles were as detailed with various information such as competition statistics and fixtures with the ability to view match reports of a certain match
- The user would also be able to view strengths and weaknesses of certain teams
- A leader board format was utilised to display statistics
- The user would have the ability to compare more than two players within the player comparison section
- Users would be able to utilise filters to add or change players for the player comparisons section
- For the player comparisons, those with the higher statistics of a certain category were displayed through the colour of green
- General information would be provided of the players within the player comparison to help provide a context such as player positions
- Overall, this was a very detailed and high-quality service

Disadvantages/What could be improved regarding this service

- The appearance of the service could have been improved potentially to make it more interesting
- More animations could have been included to make the service more interesting
- There weren't any other areas of improvement required due to this being a high-quality service

Conclusions

From this inspiration research, I understood that detailed statistics were included with the ability to allow the user to select filters to categorise the provided information. This would have allowed the user to find the information they required more easily. Furthermore, I also understood that player profiles were included to help provide a context to certain players. With regards to player comparisons, I knew that utilising colours to highlight those performing the best in certain areas would have acted as a visual aid to users.

With regards to the application I would have been building, I therefore understood that I needed to integrate these aspects to make it interesting and informative to users. One final aspect to note is that I obtained a knowledge that including interactive elements as well as an exciting appearance would have helped to make the application more interesting also.

Undertaking Target Audience Research

Introduction/Initial Stages

Another key area to undertake before creating aspects such as wireframes was to understand the target audience for the 'Manchester United' website application. To begin, I listed a few target audience examples from my judgement as will be seen below:

The Initial Listed Target Audience Examples

- 'Manchester United' fans
- Football fans in general as the website application could have been extended to include other teams and players
- Those interested in sport

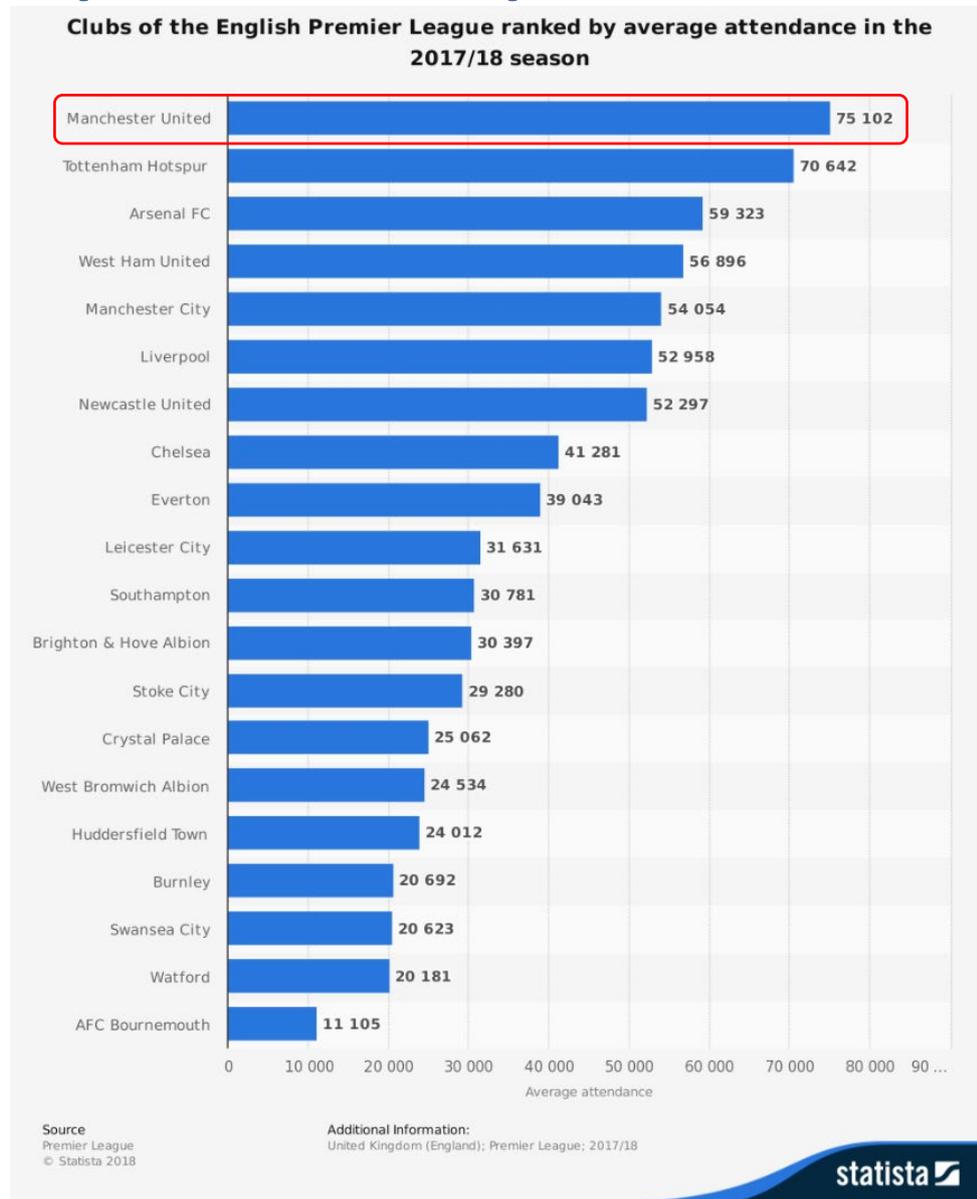
As is evident above, the main target audience area would have been 'Manchester United' fans as the website application would have revolved around the topic of 'Manchester United'. Furthermore, if having been able to expand the application to include other teams, this would therefore have influenced the audience as supporters of the included teams would have needed to be considered also. The final area I considered was those interested in sport due to the fact that football is a type of sport and could have therefore attracted anyone who had an enthusiasm for any type of sport or anyone who was interested to learn more about a particular sport.

Collecting Research

After listing my initial ideas for target audiences, I then undertook target audience research regarding different areas relating to that shown previously including demographic research regarding supporters for different teams. This was to understand the scope of those that the application could have been marketed to. This can be viewed below.

Supporter/Attendance Statistics

Average Attendance for each 'Premier League' Club in 2017/18

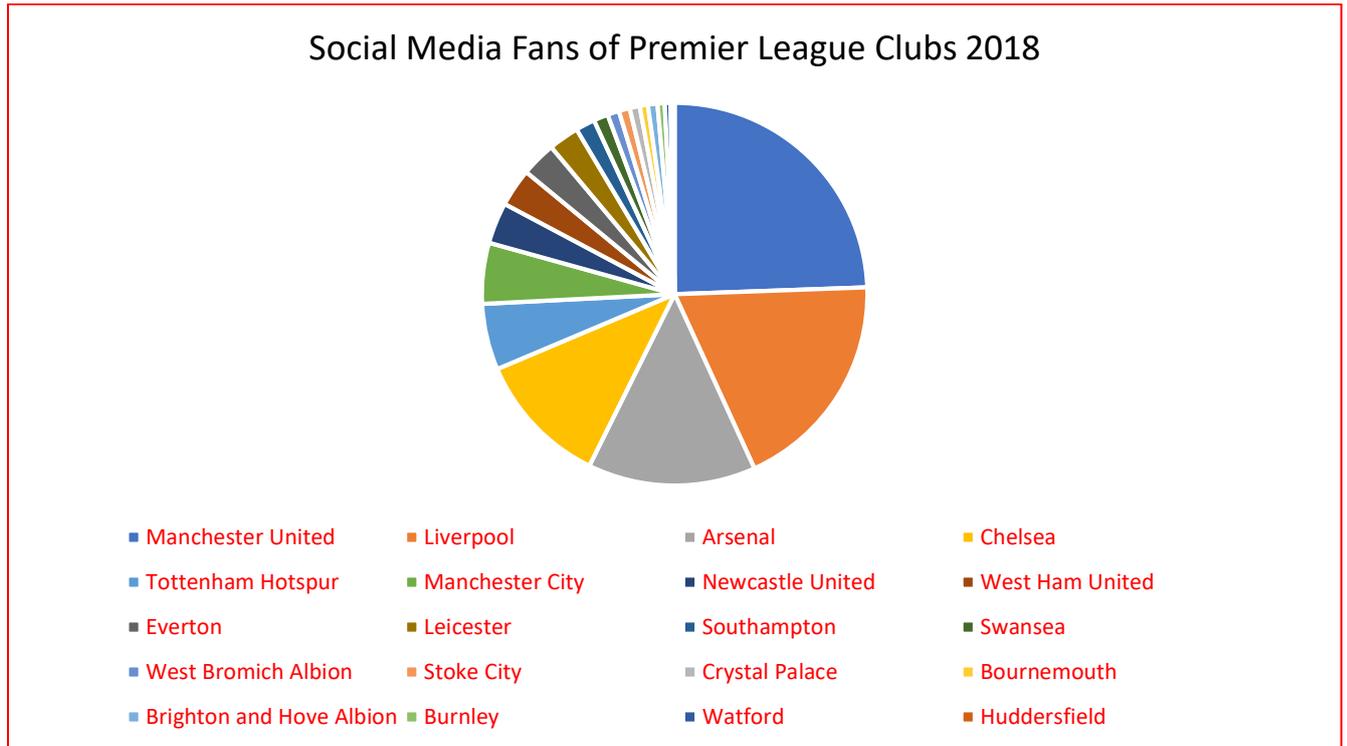


(Premier League.

n.d.)

The key aspect to note with this research is that the attendance would have been affected by the capacity of the football stadiums of which 'Manchester United' have one of the highest capacities. However, this demonstrated that 'Manchester United' were the most popular supported club in the 'Premier League'. This also demonstrated that the other best performing clubs such as 'Arsenal' and 'Liverpool' were also highly supported with these being placed in the top 8. One final aspect to note is that this demonstrated that there was a high support for football teams in the 'Premier League'.

Social Media fans Regarding each 'Premier League' Club in the UK

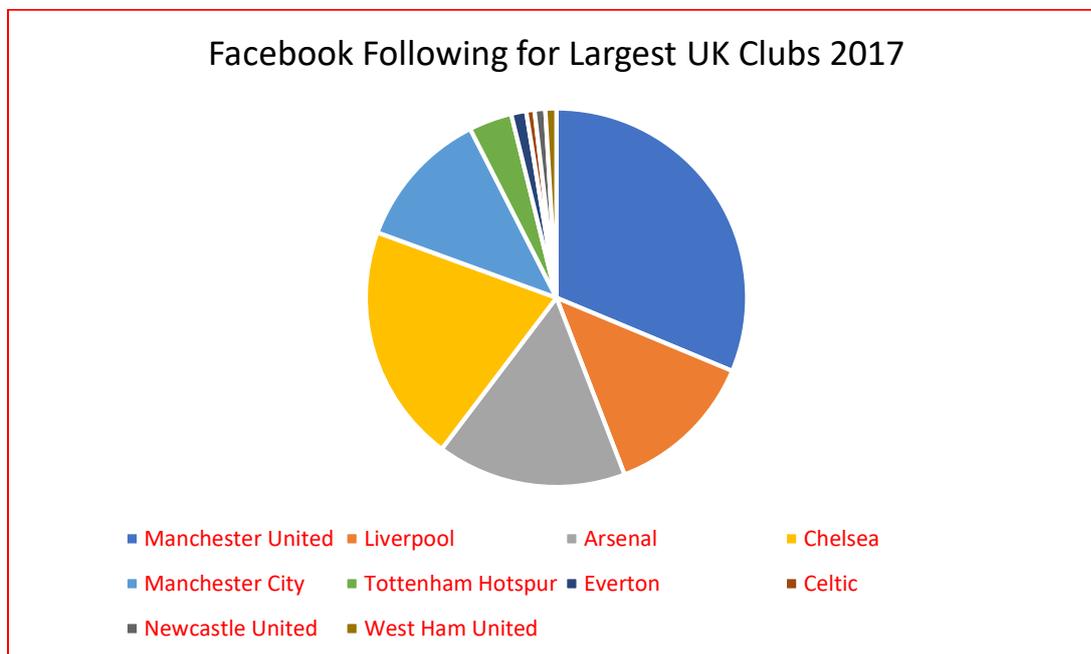


(Potts, 2018)

Likewise to the previous research, this also demonstrated that 'Manchester United' was the most supported 'Premier League' club but this time through social media. Furthermore, this also demonstrated that the other most supported clubs were those that were the other most successful clubs in the 'Premier League' such as 'Liverpool'. This demonstrated that particular clubs had a very large following on social media as is also displayed below.

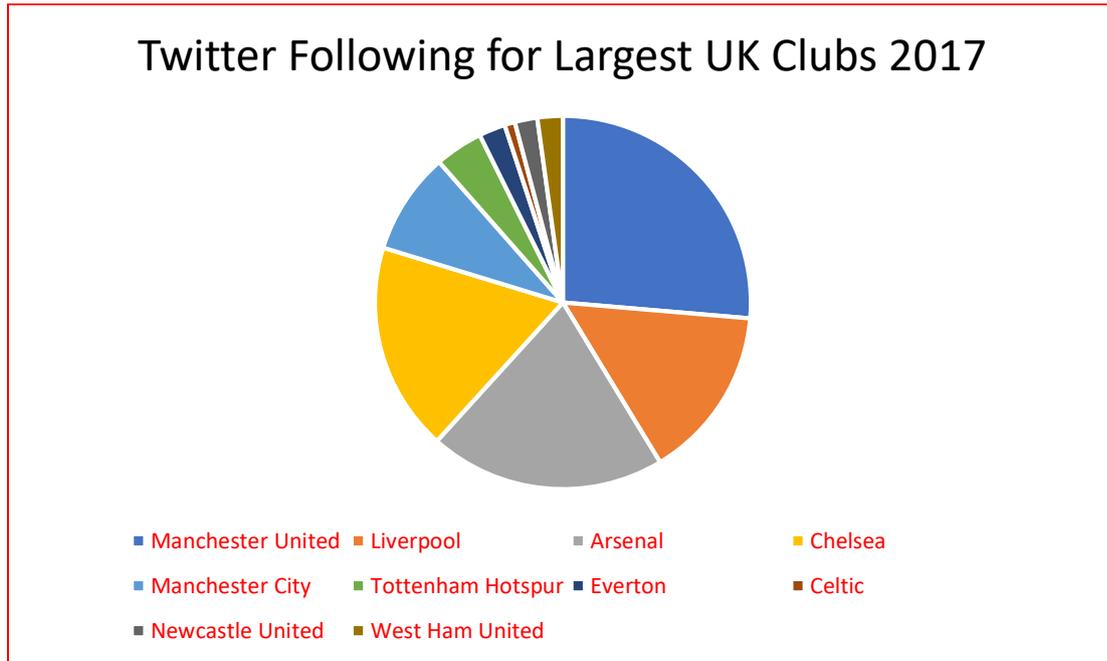
Social Media Following for the 30 Largest Clubs within the UK (10 Examples)

'Facebook'



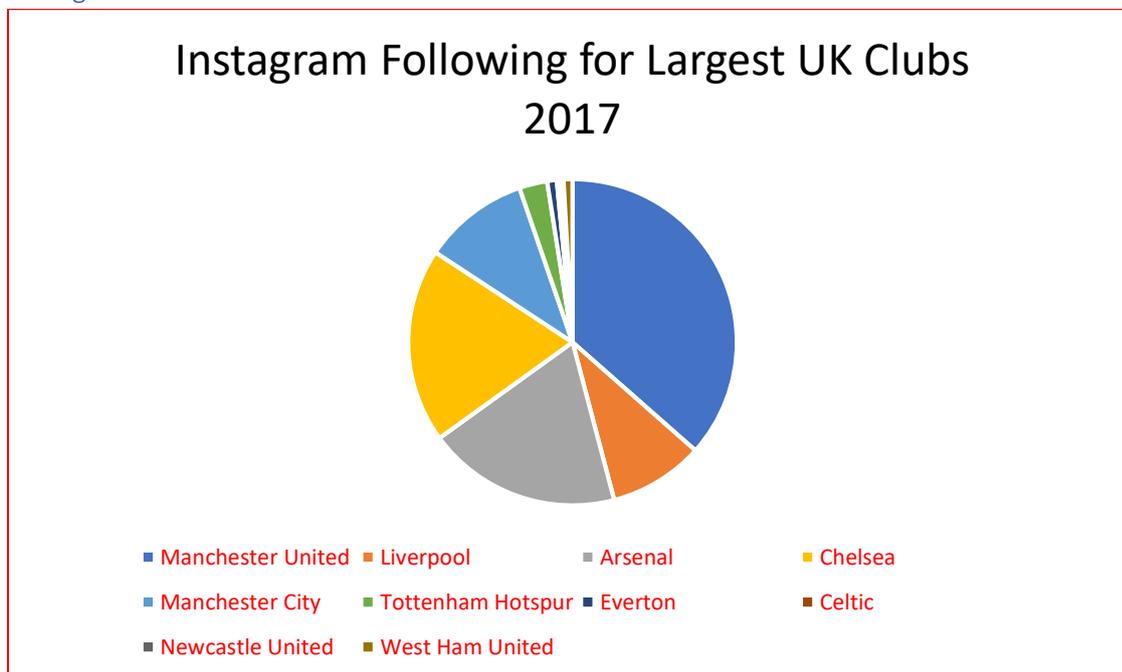
(talkSPORT, 2017)

'Twitter'



(talkSPORT, 2017)

'Instagram'

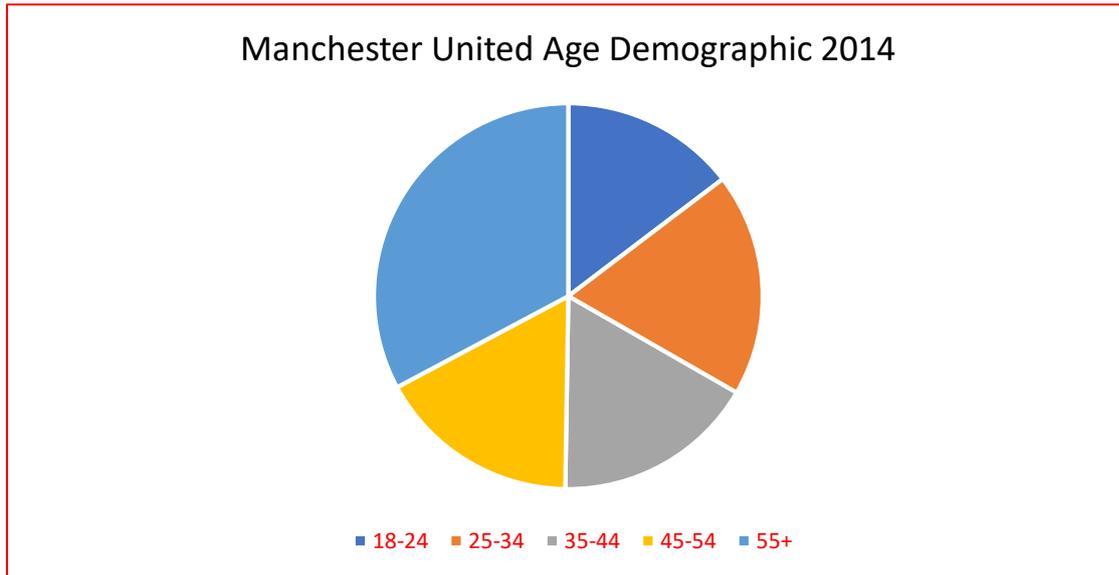


(talkSPORT, 2017)

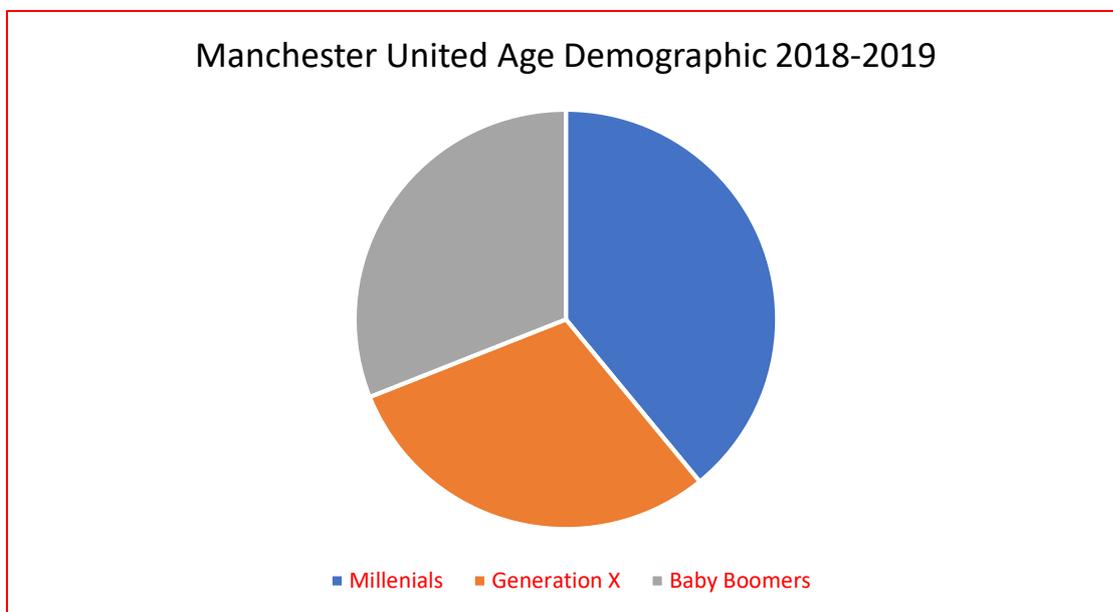
Regarding the following on different social media platforms, it was understood that again, 'Manchester United' were the most popular but that also some smaller teams were also well supported such as 'Newcastle United' and that sometimes the smaller teams would have had a higher following on a certain platform than the bigger teams. This is evident with 'Newcastle United' having a higher Instagram following than 'Manchester City', as seen above.

'Manchester United' Supporter Demographics

Age Demographic



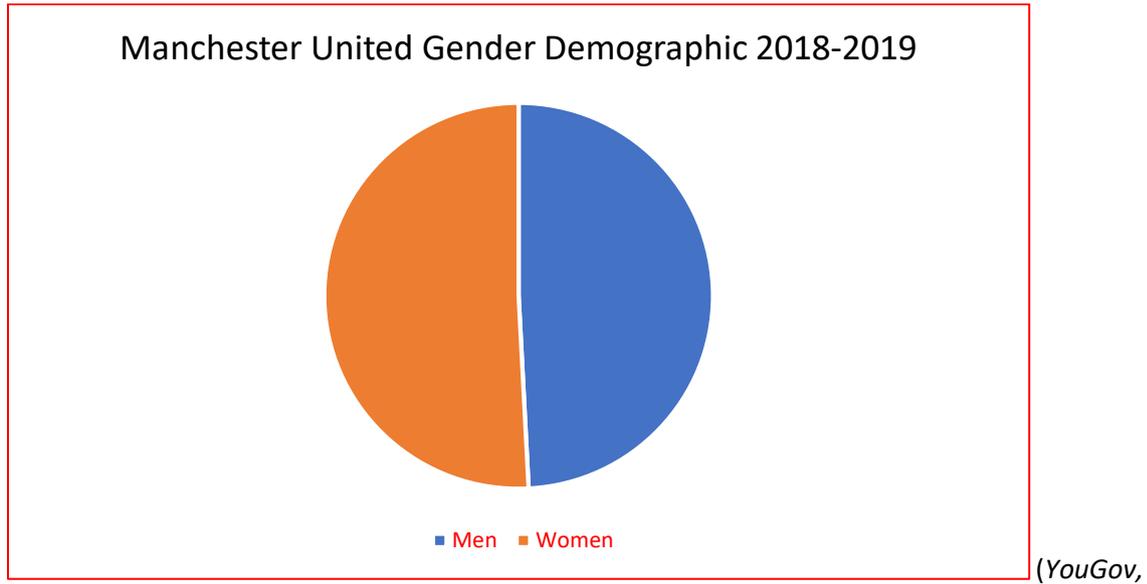
(Sayers, 2014)



(YouGov, 2018)

As is evident above, I discovered that the age demographic for 'Manchester United' supporters had potentially changed from those much older being the majority to those that were younger. It was also discovered that a range of different ages were included for 'Manchester United' supporters, indicating that the target audience would have therefore had to relate to anyone of any age who supported 'Manchester United', emphasising the need for an easy to use website application.

Gender Demographic

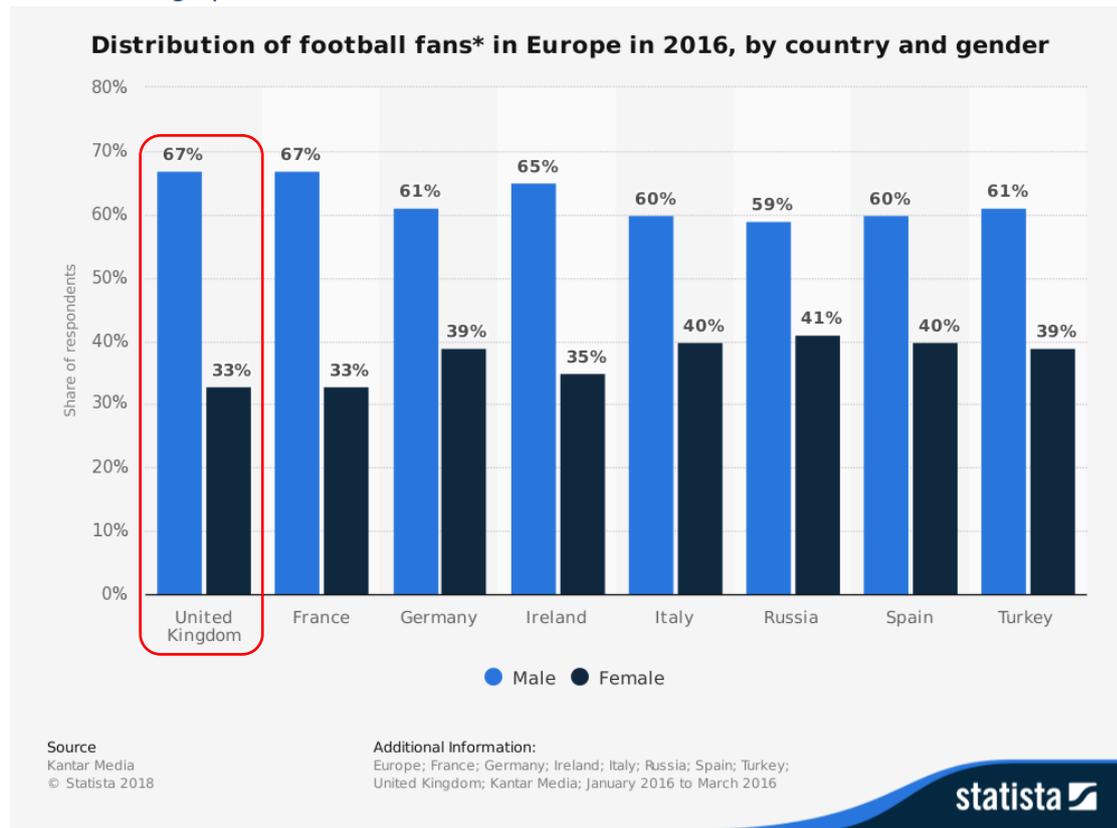


2018)

With regards to the gender for 'Manchester United' supporters, I was able to discover that this was very equal with 31% being women and 30% being men. This therefore suggested that, again, there was more than one key area to focus on with regards to the target audience for the 'Manchester United' website application.

Supporter Demographics in General

Gender Demographic



(Kantar Media, n.d.)

From collecting the graph displayed above, I understood that there were more male supporters than female supporters of football in the United Kingdom, emphasising that therefore the website application would have needed to cater more for those that were male. This also contradicted the research found for the gender of 'Manchester United' supporters. However, this also emphasised the need to be able to create a website application which would have appealed to multiple audiences in order to gain the most users.

Age Demographic (2014/15 Season) (*Premier League, 2014*)

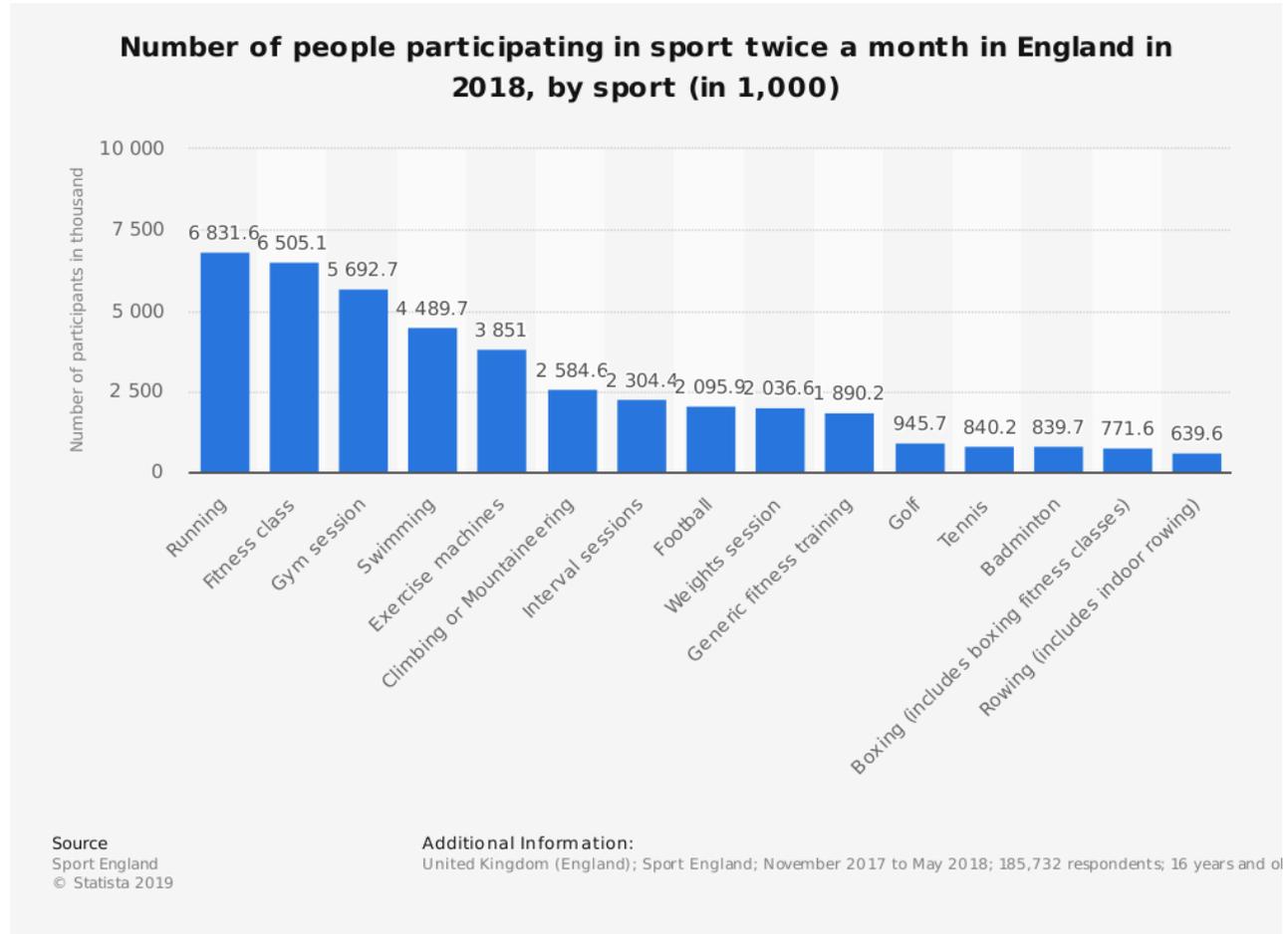
- There was an increase from 57,370 to 58,168 season ticket sales for children
- During the last 10 years, there has been an increase of 26% regarding junior season ticket sales
- Those attending of the ages between 18 and 34 years increased by 40%
- The average age of a fan attending games has decreased to 41 years
- 25% of the adult population supported a team in the 'Premier League' and 31% followed the league

Although the research discovered above related to the 2014/15 season, this helped myself to understand that the quantity of younger supporters was increasing, emphasising the need for a simple and exciting website application to engage younger audiences as well as making this highly interactive to increase interest amongst those that were slightly older (18-34 years).

Demographics Relating to those Interested in Sport

Participation in Sport

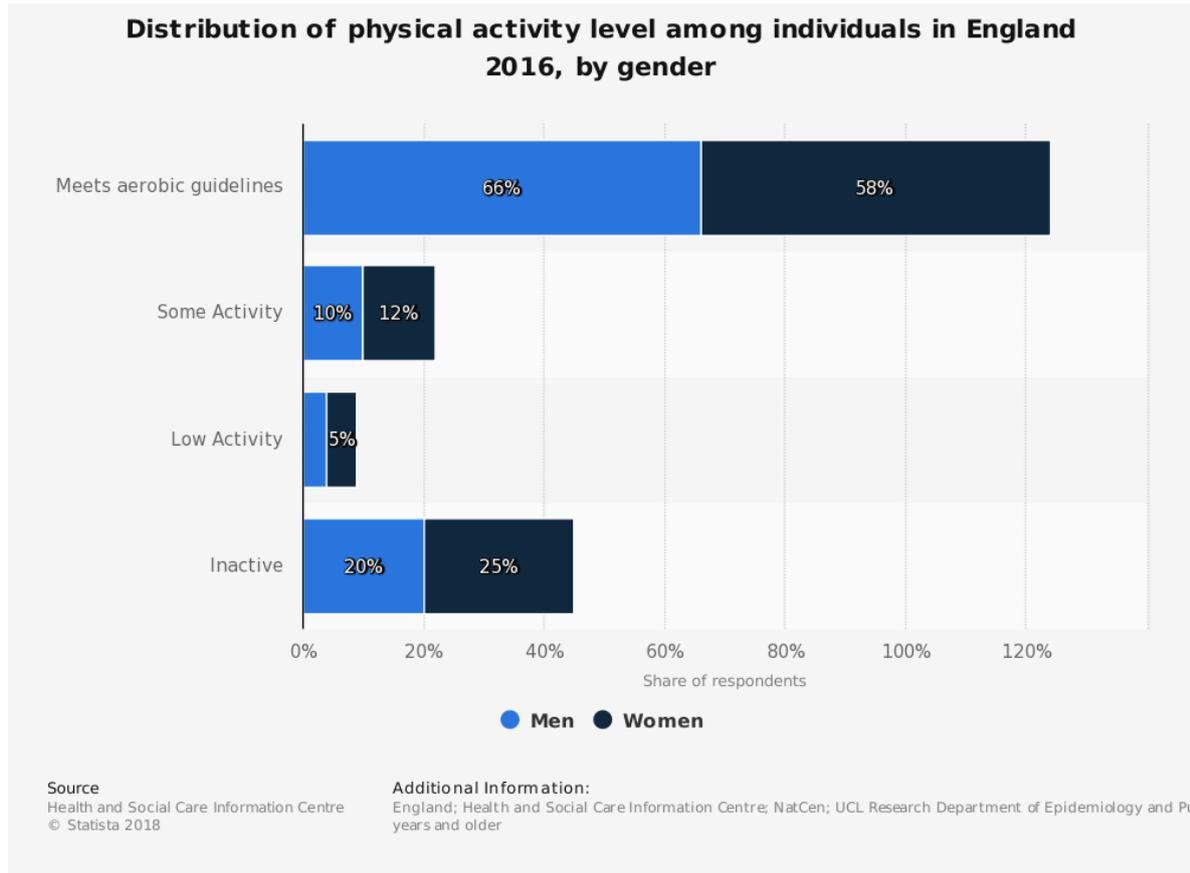
Participation by Sport Type



(Sport England, n.d.)

The collected graph above helped myself to understand that sport was an area of interest to people, emphasised through the various types of sporting activities undertaken. Most of this related to fitness and due to the fact that participation was of a high level, this therefore indicated that there may have been a high level of interest in sport, especially football, within England.

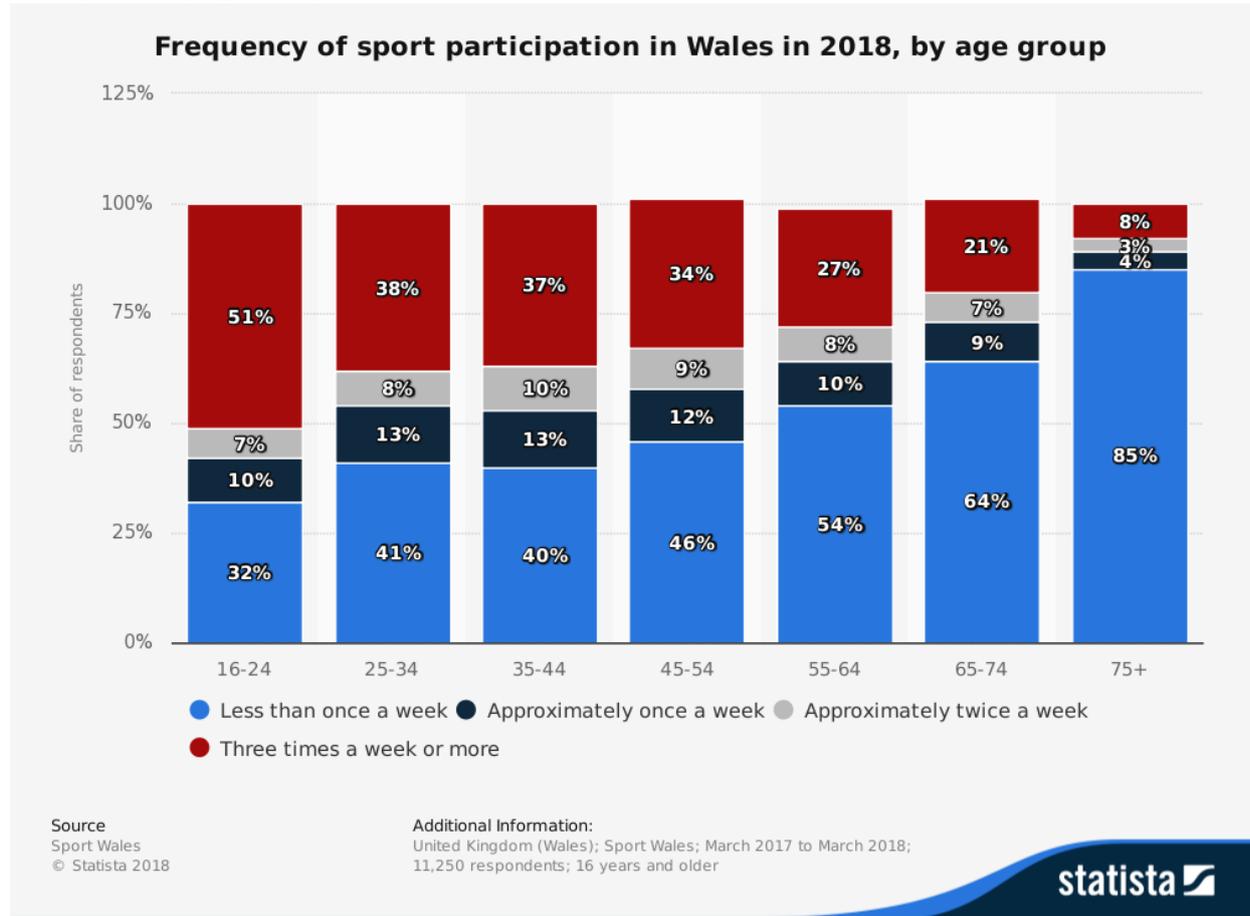
Participation in General



(Health and Social Care Information Centre, n.d.)

Likewise to the previous graph, this also displayed a high interest in sport through the high percentage of those that met the aerobic guidelines, with a fairly equal divide between those male and female. This again suggested that there may have been a high interest in sport in general with a higher chance of becoming interested in football.

Participation by Age Group



(Sport Wales, n.d.)

The final piece of collected research related to participation by age group. This helped myself to obtain a knowledge that as age increased, the higher the percentage would have been of those participating in sport less than once a week. Also, as the age decreased, the participation in sport three times or more a week would have increased. This demonstrated that the target audience would have been of a younger age. This helped to emphasise again that the demographic of the website application I would have been creating would have been one that needed to suit all ages.

Conclusions

From undertaking the target audience research, I understood that due to the high quantity of supporters for different teams as well as the varying age and gender groups, that the target audience wouldn't have been specific. Instead, the target audience would have been those of a variety of ages and genders. This would have emphasised the need to create a website application that would have been user-friendly and not overcomplicated in order to appeal to both those of very young and old ages but also to include interactive and interesting features to engage all audiences. The information that I would have needed to provide on the website application would have also needed to be clear and understandable by anyone as well as creating a consistent and professional interface to reduce confusion caused to users.

Creating Target Audience Personas

After now having completed the previous task of highlighting the target audience, I then decided to create three personas to reflect different types of users. This would therefore help myself to understand how to design and build the website application from the view point of users as opposed to my own view point. These personas can be viewed below:

Persona 1

Persona 1

Name: Calvin Fryer

Age: 42 years

Occupation: Front-end website developer

Income: £32,000 annually

Description: Calvin has been a 'Manchester United' supporter since the age of 5 and thoroughly enjoys attending matches each week. He has a wife called Lucy with two children called Ben and Sam. He enjoys taking his family to watch 'Manchester United'. When not watching 'Manchester United', Calvin enjoys spending time with his family watching films as well as enhancing his skillset as a front-end website developer. Recently, Calvin has been wanting to be able to find a new service to allow him to find players and view their statistics, dedicated solely to 'Manchester United'. He wants to be able to maintain his knowledge of the latest statistics each week and understand how players are performing compared to other weeks of the football season.

Persona 2

Persona 2

Name: Stacey Brown

Age: 70 years

Occupation: Retired athlete

Income/Pension: £24,000 annually

Description: Stacey is a retired athlete but also enjoys becoming interested in other types of sport as this is an area she has a sincere passion for. She is married to her husband called Simon and has a dog called Tommy and a cat called Ruby. Stacey enjoys exercising when she can to remain healthy and enjoys playing with her pets. Her husband is a big fan of football, supporting 'Manchester United'. As Stacey knows little about football, she therefore wants to impress her husband by obtaining knowledge of the players and their statistics. However, she wants to find a service that is easy to understand and that is solely dedicated to 'Manchester United' to be able to find what she is searching for more easily.

Persona 3

Persona 3

Name: Timmy White

Age: 7 years

Occupation: Primary school student

Income: None

Description: Timmy is a very enthusiastic student who loves to learn of new areas to expand his knowledge. During his time in school, he also plays for the school football team, playing as a striker. During his free time, Timmy also spends time outside with his friends playing football as this is something that he has a high passion for. He aspires to become as successful as Wayne Rooney, a former 'Manchester United' player, as 'Manchester United' is the team he supports. He watches 'Manchester United' play each week, attending matches with his Mum and Dad. Whilst playing football with his friends, who are also 'Manchester United' supporters, Timmy feels slightly intimidated as his friends know all the player statistics for the football season so far and he doesn't. Therefore, Timmy needs to find a service that can allow him to find information about players and their statistics in an easy to understand and interesting way. This will allow for Timmy to fully remember these statistics when playing football with his friends next.

Creating and Choosing Wireframes

Introduction

After now having undertaken initial research and being able to understand which areas to include in my website application as well as how to implement these to suit the target audience, I now began by creating initial wireframes. These related to the pages that would have been included on the website application. In order to provide more options for myself, I created various wireframes, creating more than one for each page. This was using 'Adobe XD', helping to create highly professional appearing wireframes as opposed to using sketches. These can be viewed in this section.

Please Note: To view the desktop wireframes displayed below in more detail, please select the 'Adobe XD' link provided below:

Adobe XD Initial Desktop Wireframes Link

<https://xd.adobe.com/view/67d45d3f-721f-4db7-8b7a-90f6bde400e0>

Initial Wireframes

Desktop

'Home/Introduction' Page

Wireframe 1



With regards to this wireframe and other wireframes throughout this section, I believed it to be beneficial to include the title of the website application. At this stage this was 'Manchester United Player Statistics 2018/19'. Please note that the statistics utilised at a later date were those from a previous season as I realised that this would have provided a more complete set of statistics for a

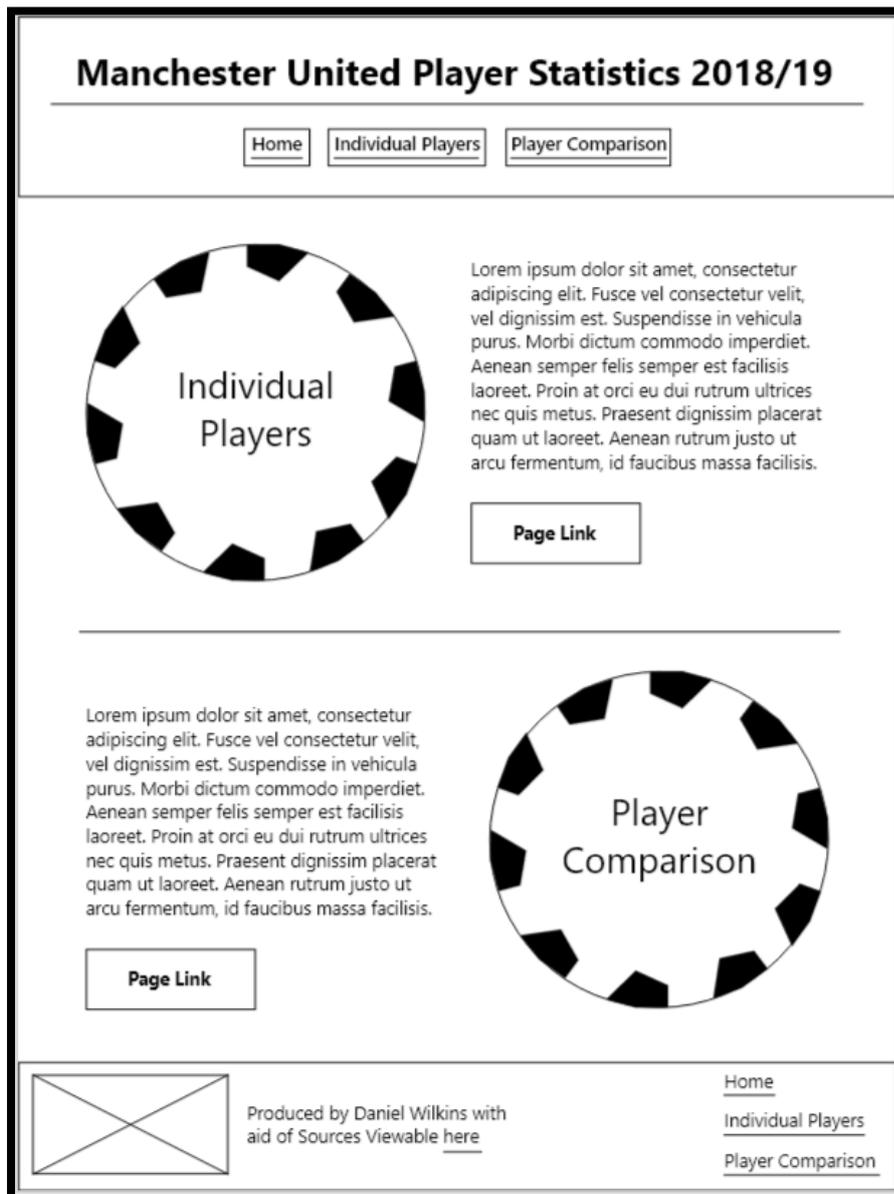
season than the current one. Regarding the title section, I believed this to be beneficial to include because it would have helped remind the user the purpose of the application. Within this title/header section, links would have been included to allow users to easily navigate between pages on the website application. For this wireframe as well as other wireframes, I decided to place these in boxes, easily identifying these as aspects to interact with for the user. Furthermore, for this wireframe, I included two sections in two different containers signifying the tasks the users would have been able to undertake on the website application. Within this, an overview would have been included, providing a clear explanation of what the user needed to undertake, enhancing the user experience. Also included would have been links to the separate pages placed underneath the explanations to help the user identify what to select in order to navigate to the required page. One final aspect to note relates to the footer where a logo of 'Manchester United' would have been included to relate to the theme of the website application. Furthermore, a link to view sources utilised to create the website application would have been included to provide reference to others. The other main aspect of the footer was the fact that I decided to include the links to the pages. This would have allowed for quick reference for the user, allowing them to easily navigate to other pages. This was applied to all other pages also, with some variation in design. For this footer design, I decided to separate the different aspects by placing these further apart, helping to cause less confusion for the user.

Wireframe 2



Regarding this wireframe, this was of a similar structure to the first. However, to make the page more interesting, I decided to include footballs for each of the different titles of the website application's pages. This would have also helped to reiterate the theme of the website application to users. Furthermore, the header section was different, placing all navigation links in a bar format to differentiate these aspects from the title placed above, helping the user to identify that this was a form of navigation. Regarding the footer, I decided to place the page links in horizontal format underneath a heading to allow the user to identify the purpose of these links, placing a line in-between this aspect and the other aspect of the footer. This would have helped to create a clear and professional structure. Both the header and footer sections were also applied to some other wireframes, demonstrating ideation.

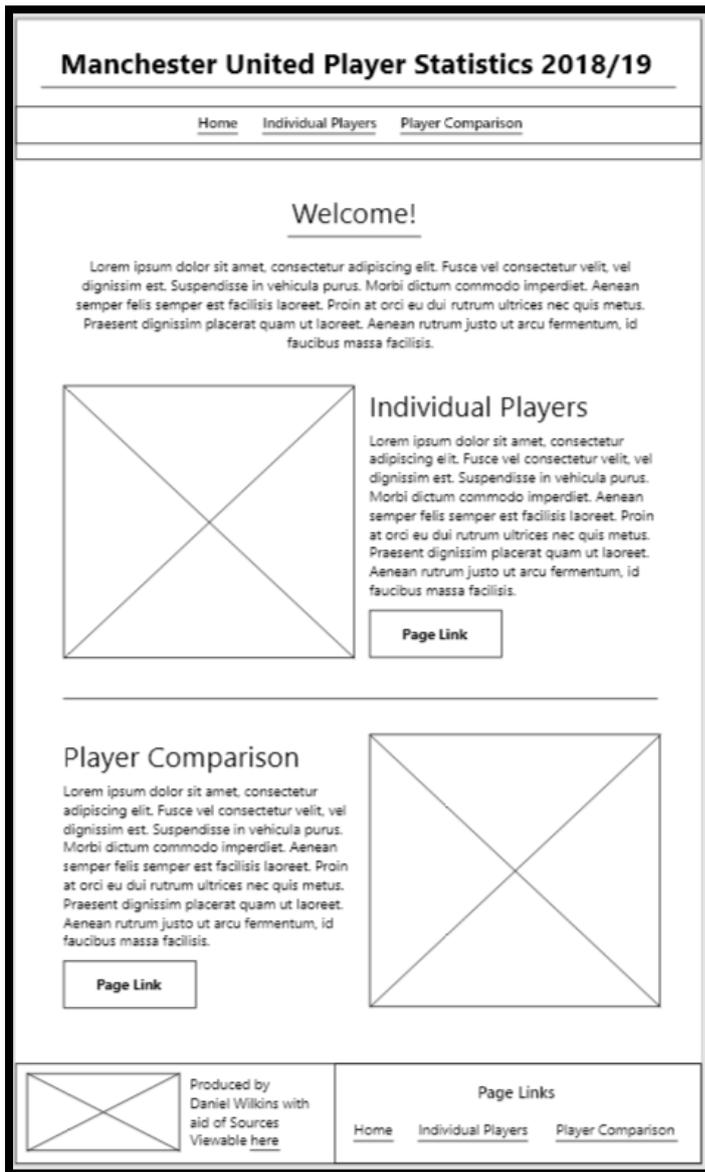
Wireframe 3



The aspect that I changed for this option related to the positioning of the content. Instead of placing both sections next to each other, I placed these underneath each other with the content alternating. This helped to cover more space on the page whilst also allowing the user to read one aspect before reading the next, providing a better user experience through reducing the feeling of being

overwhelmed by the content on the page. I decided to keep the footballs on this wireframe to make the page more interesting and relatable to the project's theme, as stated before.

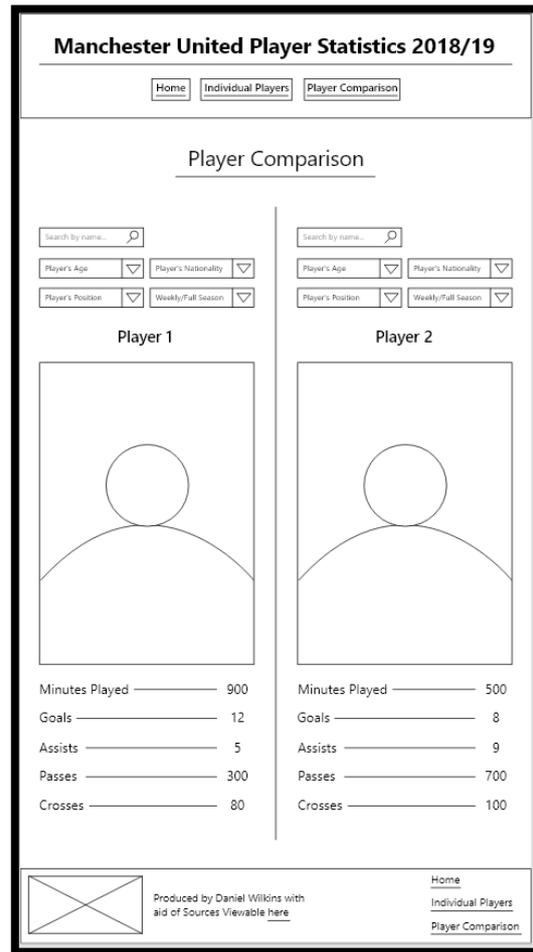
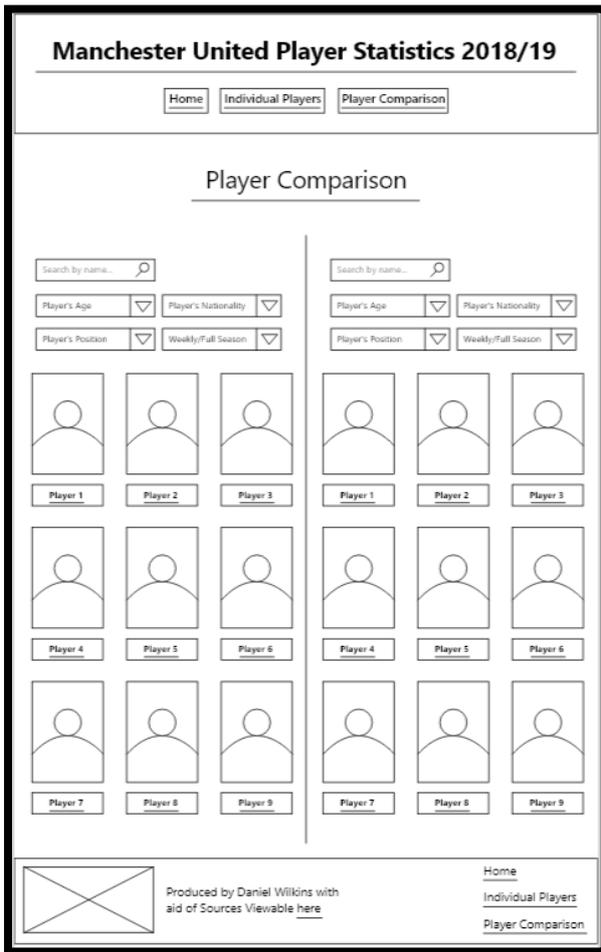
Wireframe 4



This was of a similar concept to the previous wireframe with regards to placing content underneath each other to allow for a better user experience as well as covering the page. However, instead of including the titles in footballs next to text, I decided to include placeholder images instead. This was because I believed this would have helped the page to be more visual as well as visually being able to inform users of each section of the website application. Furthermore, I decided to include a welcome message as I believed this would have helped to welcome the users to the website application, allowing them to fully understand the purpose of the application.

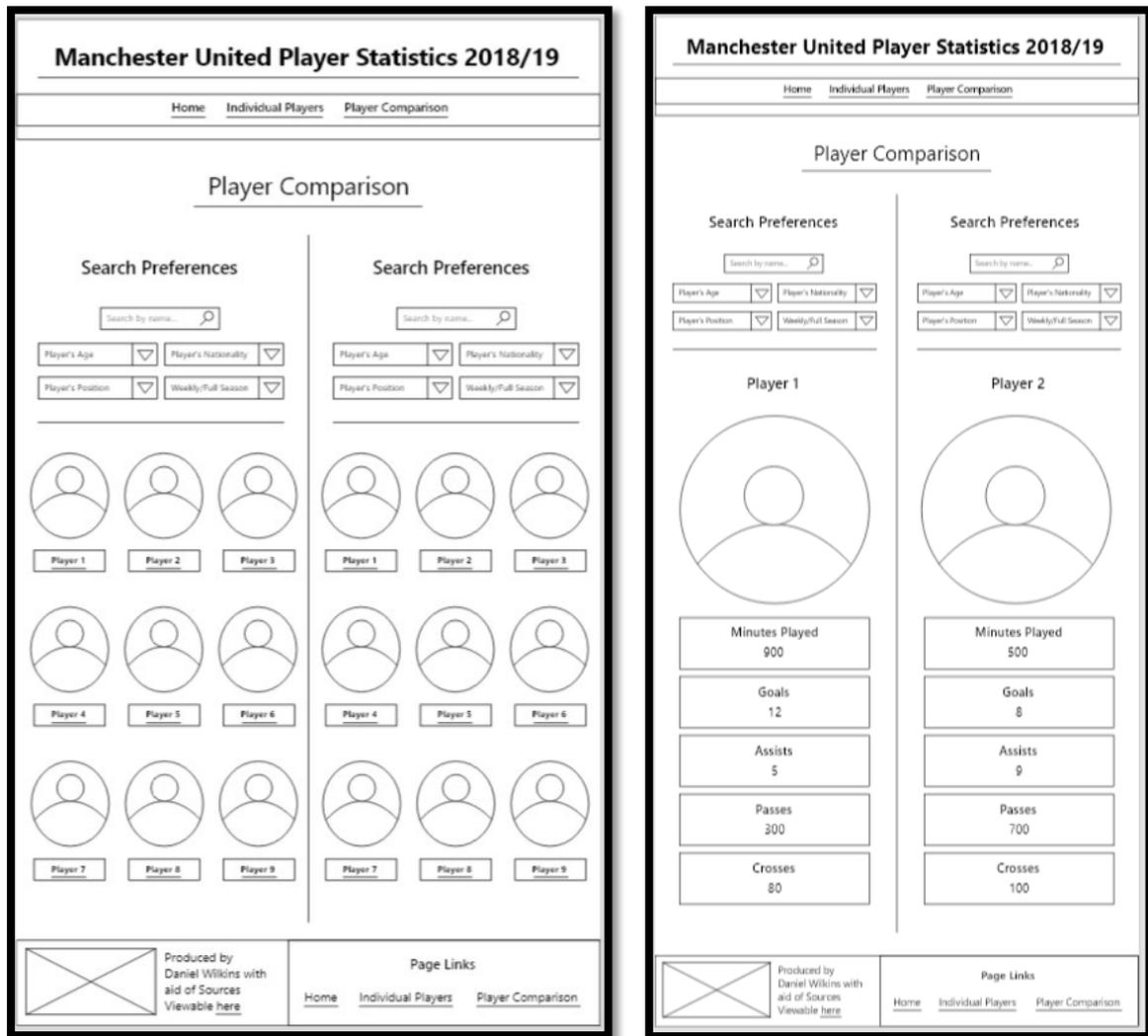
'Player Comparison' Page

Wireframe Set 1



As is evident above, this page would have allowed users to compare players of 'Manchester United' where they would have been able to select different filters to specify players or search by player name. This is shown on the left where the players would have appeared. After selecting on the desired players, this would then have displayed the players next to each other as shown above on the right with their statistics placed underneath. The reason for displaying the players and their information in a horizontal format was because I believed this would have been easier for users to compare statistics of each player as opposed to placing the players underneath each other. Furthermore, lines were included to allow users to identify which statistics belonged to certain categories such as 'Goals'. One final aspect to note is that the title of the page would have been placed at the top to remind the user of which page they would be situated on.

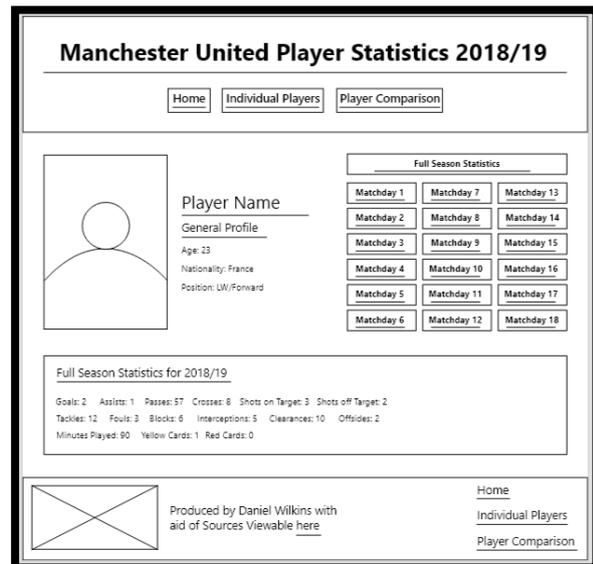
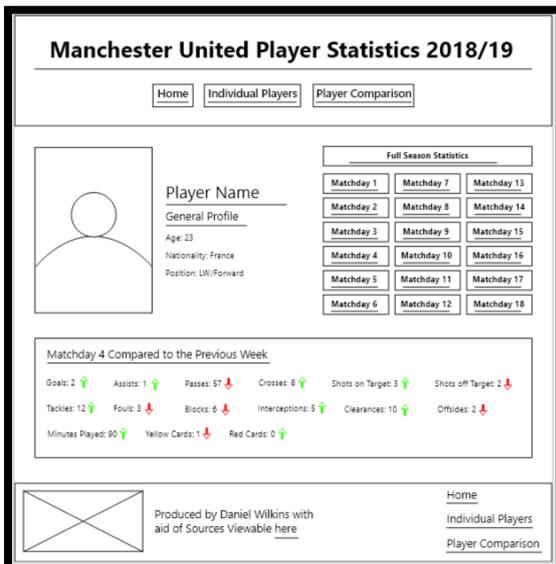
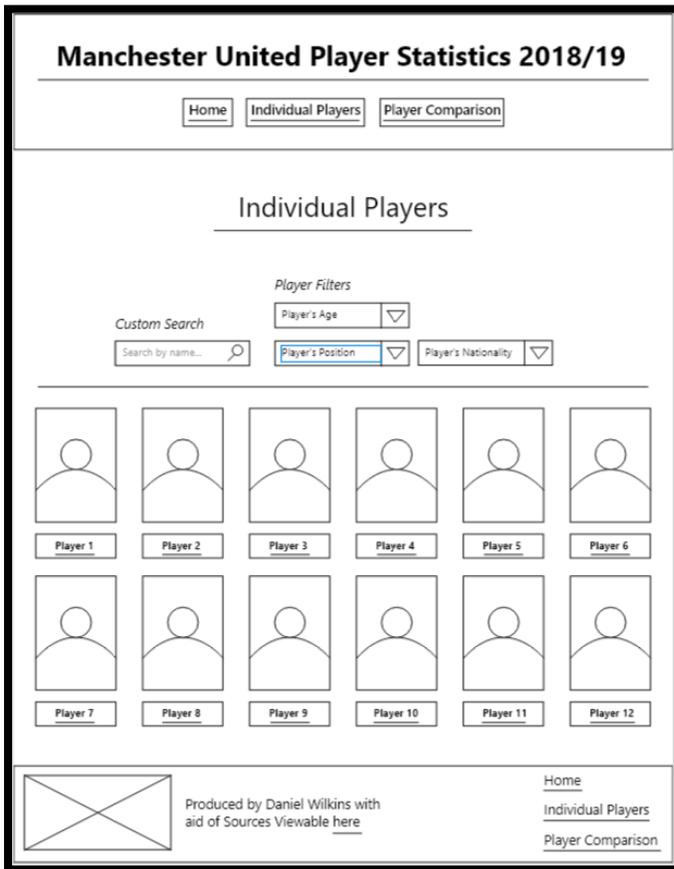
Wireframe Set 2



As is evident above, these wireframes were of a similar concept to the previous wireframes with regards to displaying the players horizontally and allowing users to filter or search for players. However, I decided to include a title of 'Search Preferences' to allow the user to understand the purpose of the filters and custom search. Furthermore, horizontal lines were included to divide the search filters from the results/players, creating a clear and professional structure. Another aspect to note is that all content was positioned centrally to produce a tidier appearance as well as one that was more aesthetically pleasing. With regards to the players, these were displayed in a circular format to produce variation between the players and content below, signifying different pieces of information. One final aspect to note is that with regards to the statistics for the players, these were placed within boxes in a centred format with the categories signified by bolder font. This was to allow for a professional and aesthetically pleasing appearance on the web page as well as easily differentiating between different statistic types.

Individual Players Page

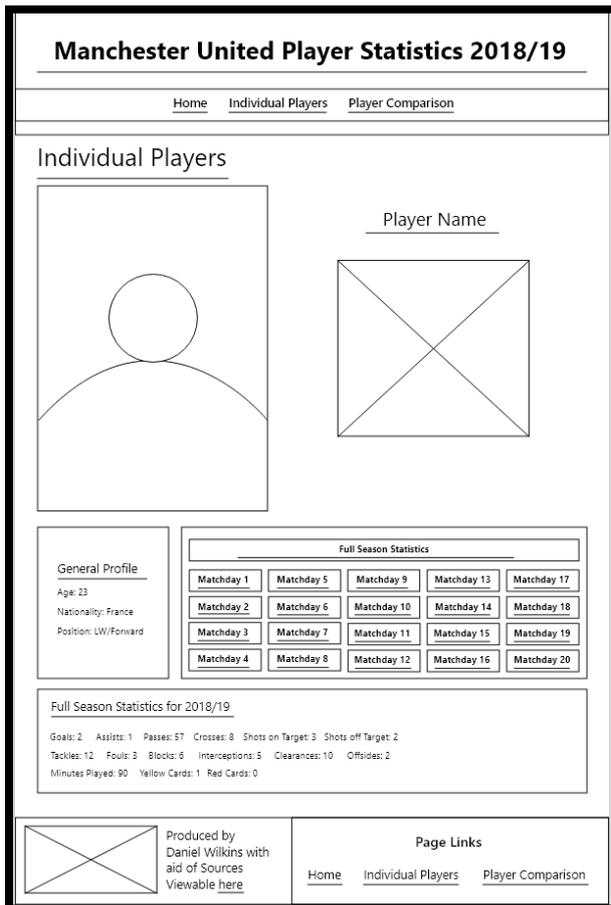
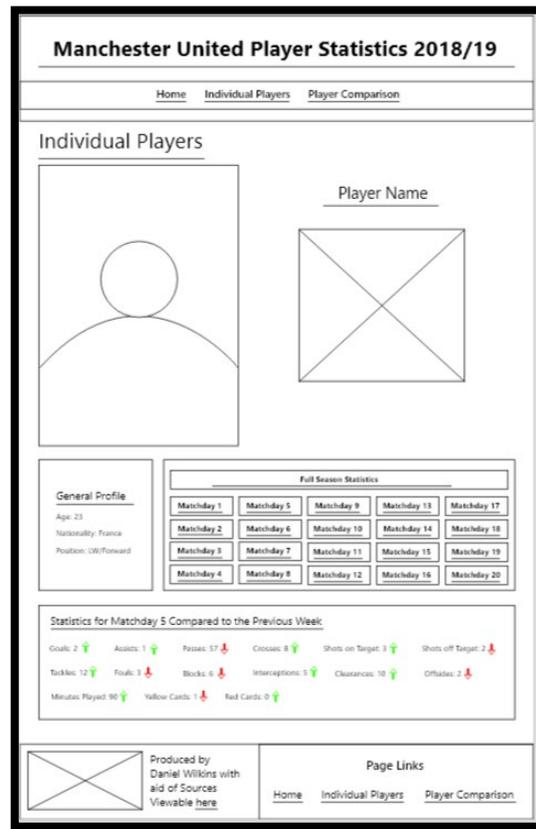
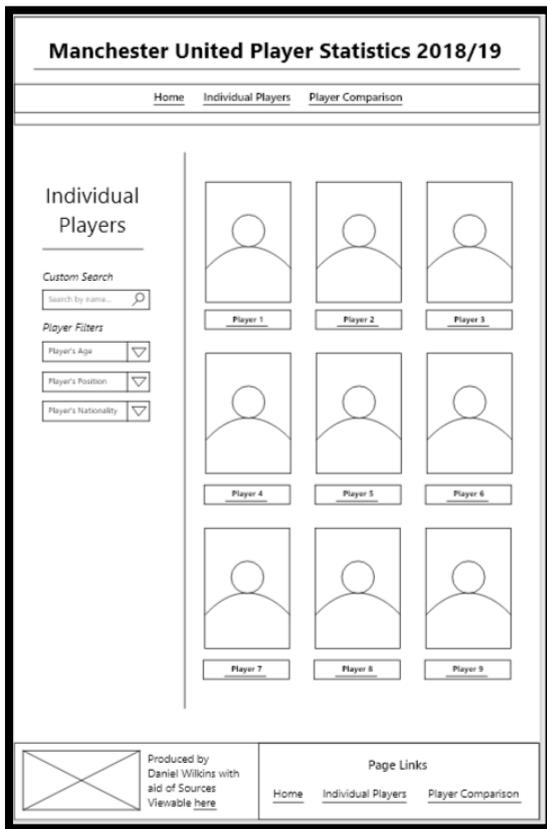
Wireframe Set 1



As is evident above, this page would have related to viewing each individual player's statistics. First of all, the user would have been presented with a page with all available players whilst also allowing them the option to either enter a name through a custom search or select filters to specify a certain player. This would have helped them save time. On the first part of this page, the filters/search preferences would have been placed above the player results to create a hierarchy on the page with

each player being displayed beneath with the option to select the desired player through their name. Once selecting a player through their name, the user would have then been navigated to the selected player where they could have viewed general information and statistics for different matchdays as well as the full season, as displayed with the second and third images above. This would have been achieved through selecting one of the links situated to the right of the player. The statistics would have then been displayed, showing either a higher or lower performance compared to a previous matchday through different colours assigned to arrows. This would have related to the individual matchdays as opposed to the full season statistics. This would have helped to create a visual understanding for the user through the familiar colours of green and red. The reason for placing the player information above the statistics was because this would have helped the user to be introduced to the player first before viewing their performance, providing context to why some statistics may have been low/high (e.g. position of the player).

Wireframe Set 2



As is evident here, there was a similar concept of being able to search for players through a custom search or filters. However, the search preferences with the title of the web page would have been placed next to the player results, exploring another option of how to structure this page. This would have allowed users to view players whilst specifying filters, saving them from needing to navigate further down the page. With regards to viewing individual players, the players would have been situated at the top of the page next to the image of 'Manchester United's' logo, helping to reiterate the theme of 'Manchester United'. Furthermore, all information would have been displayed below, allowing for users to view the image of the player before exploring further. One final aspect to note is all aspects relating to general information and statistics would have been grouped together to help separate different areas into different sections.

Mobile

Regarding the mobile wireframes, these demonstrated how each of the previously shown desktop wireframes would have appeared on mobile devices, demonstrating responsiveness. The main aspect to note is that all content remained but that all content was displayed in a vertical format to suit mobile devices as well as including a responsive navigation menu to hide the navigation links, presenting a more professional appearance. This was for the same purpose as that stated in the 'Home Sweet Home Front' project. These are viewable below.

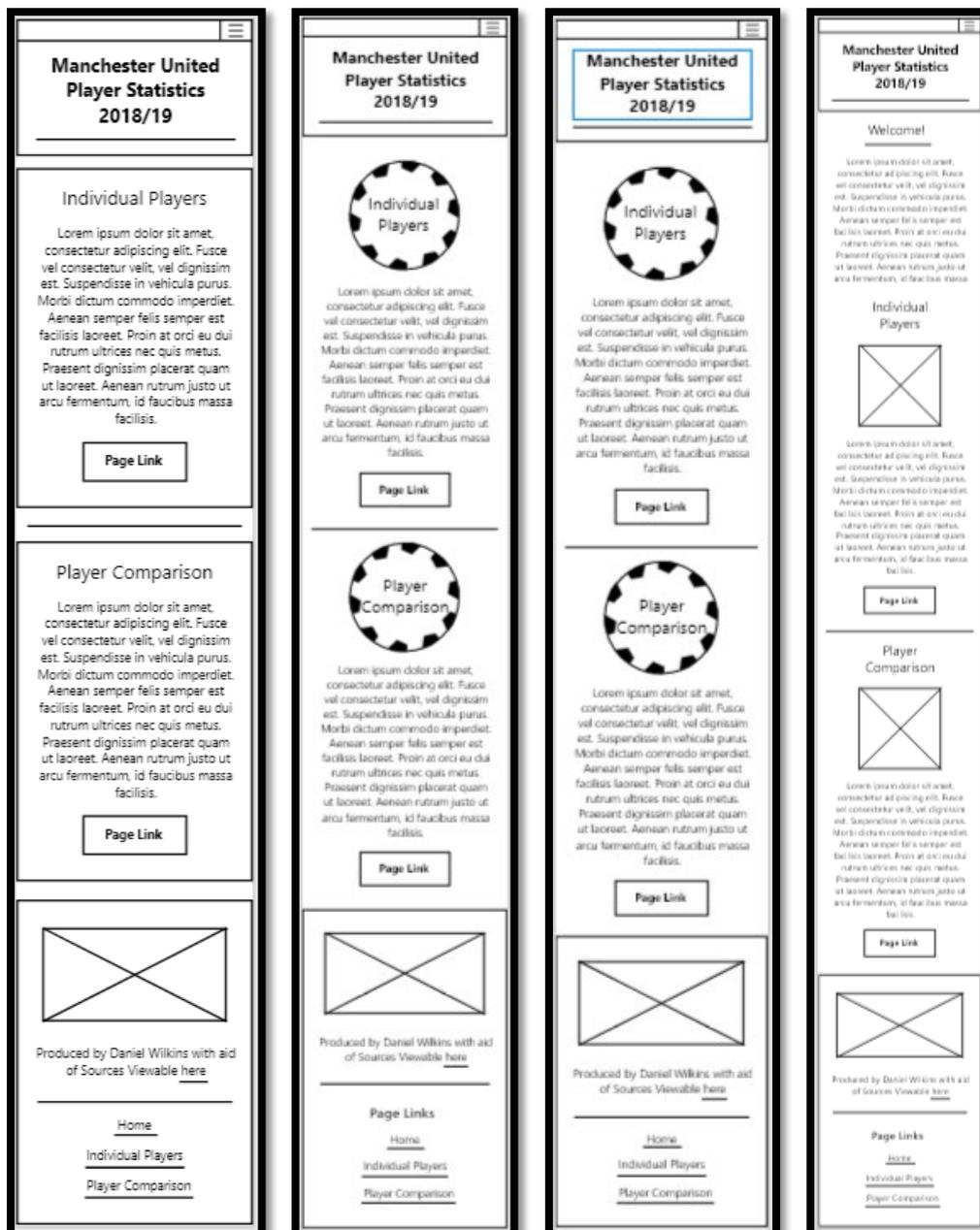
Please Note: To view the wireframes better, please select the 'Adobe XD' link provided below:

Adobe XD Mobile Wireframes Link

<https://xd.adobe.com/view/2b5e164a-3c38-4e49-999e-0ac01e22ee1e>

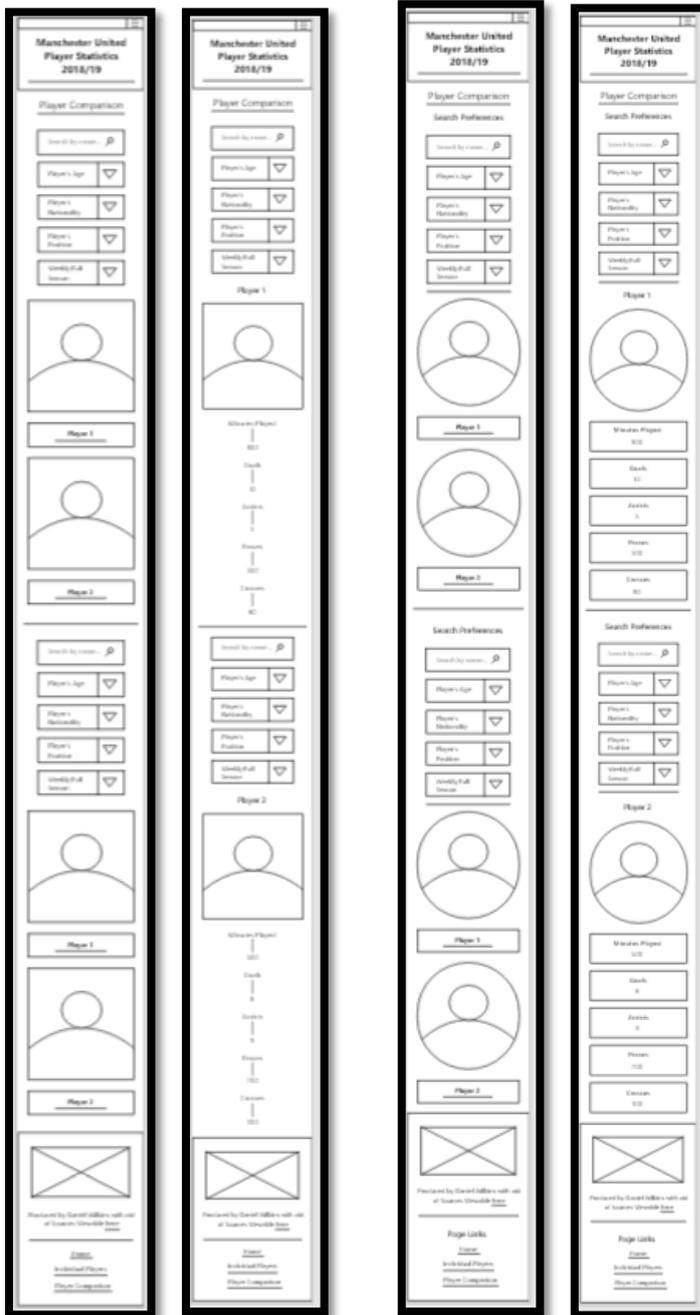
'Home/Introduction' Page

All Wireframes



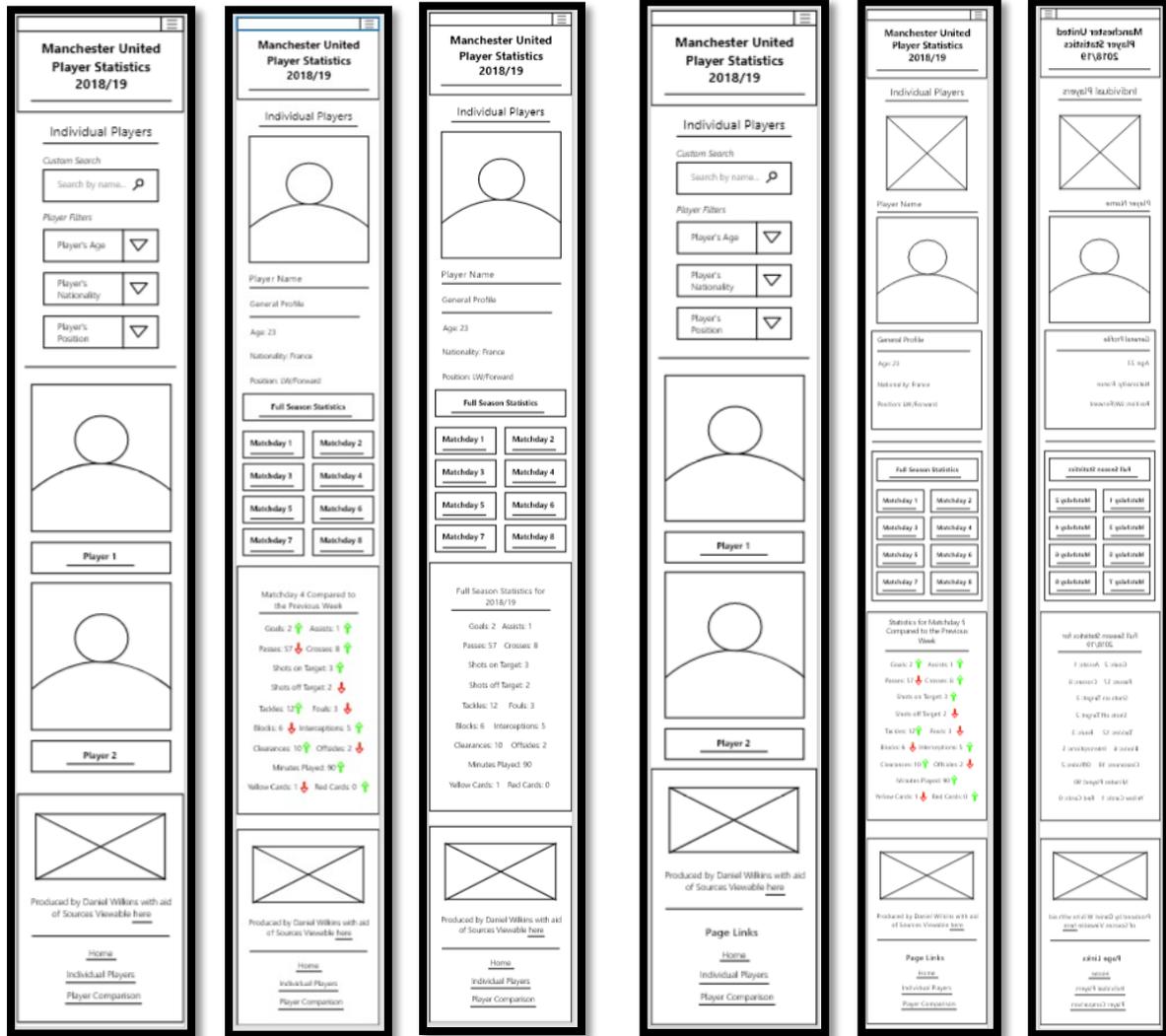
'Player Comparison' Page

Wireframe Set 1 and Wireframe Set 2



Individual Players Page

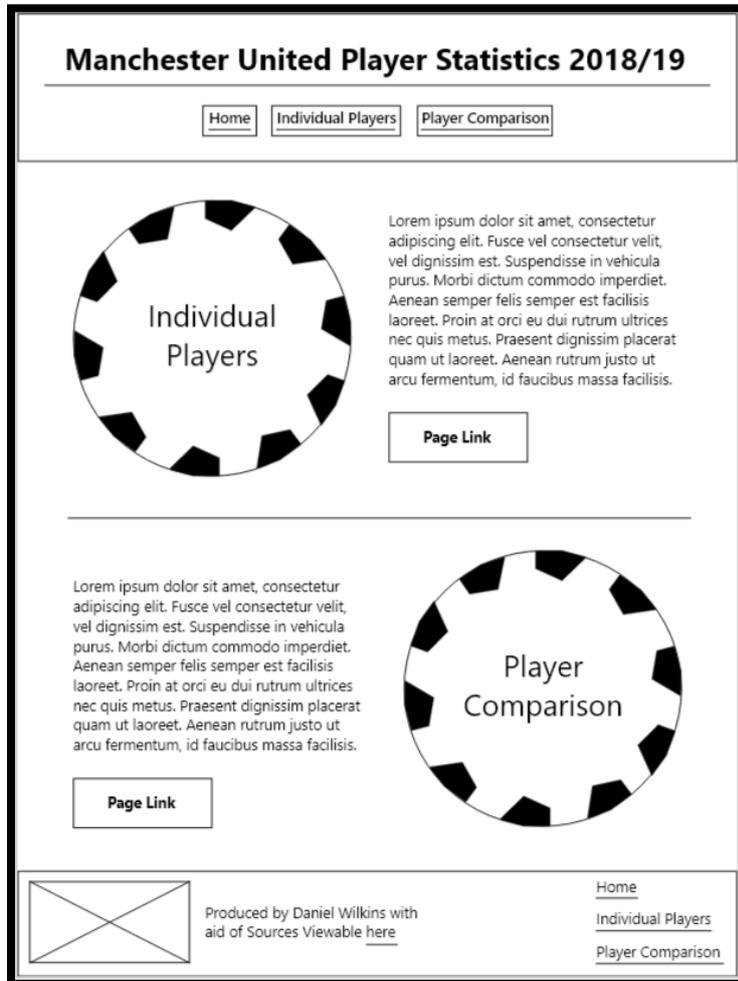
Wireframe Set 1 and 2



The Chosen Wireframes

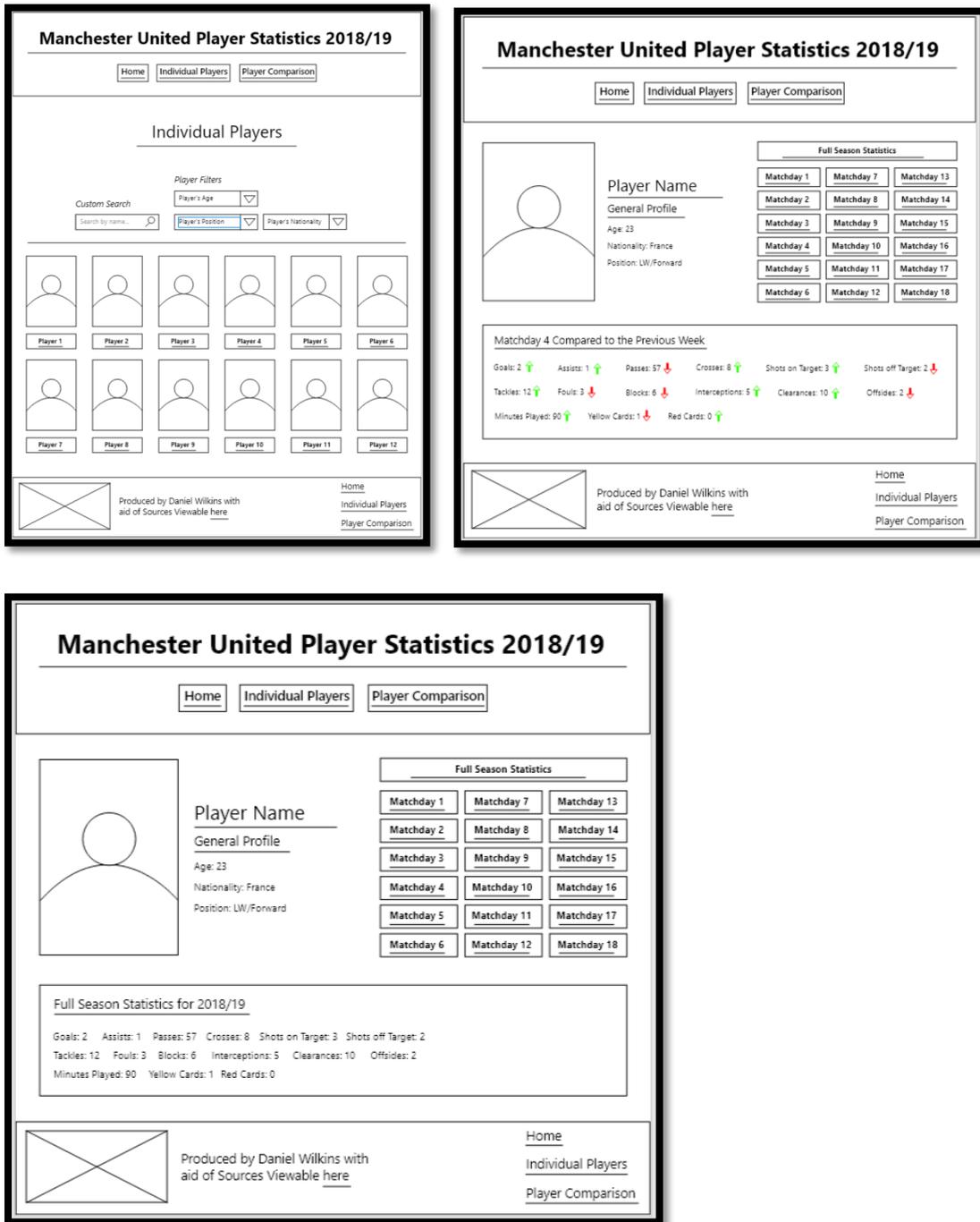
Due to the fact that the sole purpose of this project was to explore new technologies, I therefore decided to not create high-fidelity wireframes as I could have used the currently created initial wireframes and have applied the relevant chosen colours and fonts shown before. This would have allowed for more investment in developing the outcome. The chosen wireframes can be viewed below.

The Chosen 'Home/Introduction' Page Wireframe



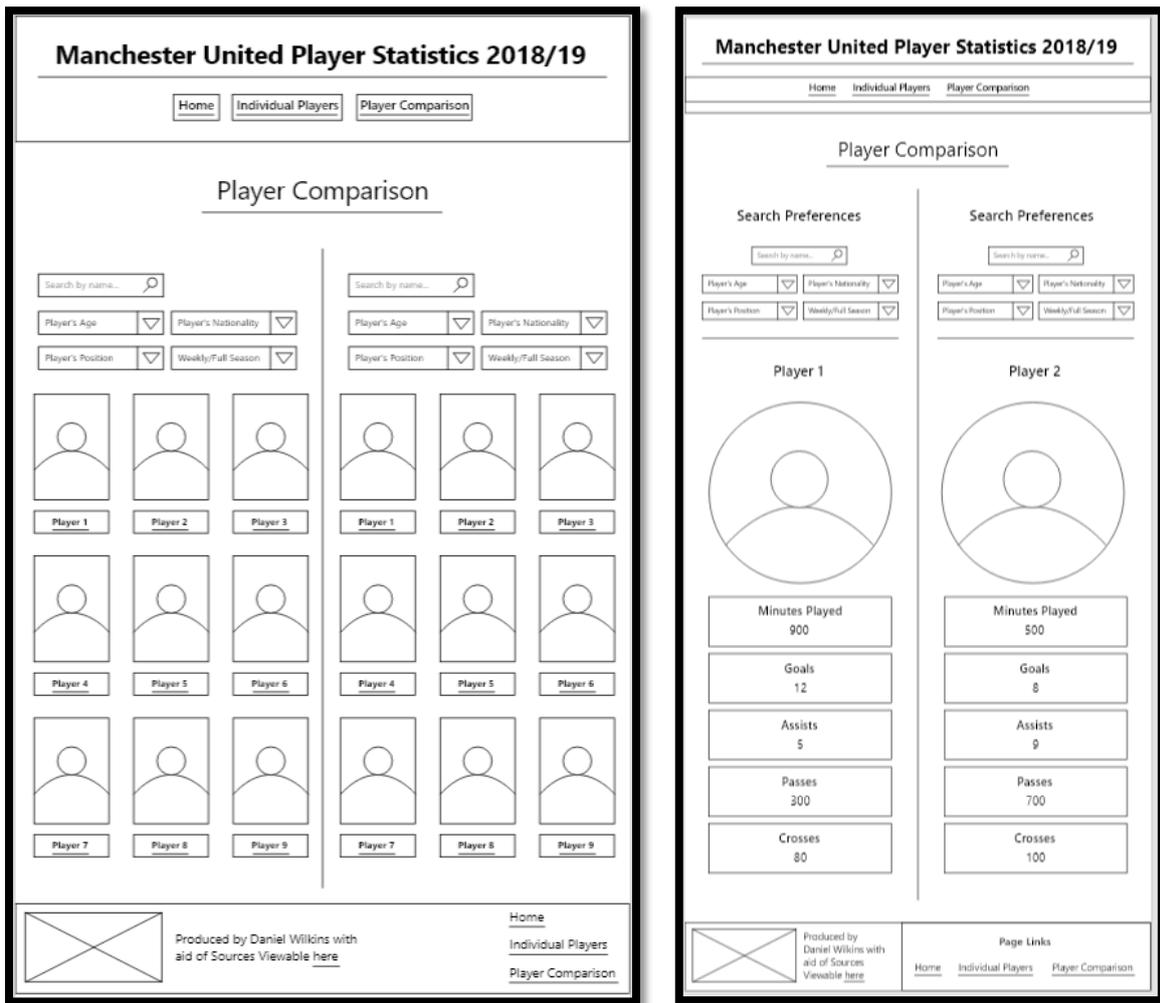
I decided to choose this wireframe as I thought this was the most interesting to users as well as the fact that footballs were included. This would have helped to relate to the theme of the website application. Furthermore, I believed this to be the most aesthetically pleasing wireframe due to the way in which the content was structured. When developing/building the website application, I also decided to add a welcome section, as seen on another wireframe, to help introduce the user to the website application. With regards to the footer sections for all of the pages, I chose the alternative design to the one displayed above as this helped to divide the different sections better, enhancing the user experience. With relation to the header sections for all the pages, I decided to integrate that shown in the wireframe above as I thought this would have helped to separate each navigation link better by including them in boxes rather than within one bar with lines underneath.

The Chosen Individual Players Page Wireframe Set



One of the main reasons for choosing this wireframe set was because when searching for players, I thought it would have been better for the appearance if the players were displayed underneath the search aspect rather than inline. This was because this would have caused unnecessary white space to occur with the players section being longer in height than the search section. Also, I believed having the player's information placed next to their image, after selecting a player, would have also helped to create a more professional appearance whilst also allowing for an introduction to the page. Otherwise, the user could have become overwhelmed with the information all situated in one area.

The Chosen 'Player Comparison' Page Wireframe Set



For this page, I decided to not choose a specific wireframe set but to combine different elements of each. This was because I thought doing this would have helped to create the best appearance as there were elements to each wireframe set degrading the appearance. I decided to include the title of 'Search Preferences' as well as a further title called 'Player Results' to help differentiate between the search and players sections. Furthermore, I chose to include the different containers for each statistic type as this was more attractive, in my opinion, than displaying with horizontal lines.

Conclusion

Despite having developed the 'Manchester United' website application whilst undertaking some of the processes displayed in this document, this still helped myself to plan and undertake a process to then create a professional outcome. With regards to the development processes, these can be viewed in a separate supplied document the page for this project on my personal website. With regards to the development process, I attempted to include all planned features shown in this document but due to the fact that I was new to the framework I was using called 'Laravel', I was unable to achieve everything. However, I still managed to create a professional and working prototype of the concepts displayed in this document, introducing myself to new technologies throughout.

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