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Design Document: Fantasy Football Video Player

The Video Player:

What will it look like?

The video itself will be in the center of the screen. Around it will be pertinent information about the video and other videos that can be viewed, as well as user information and team information.

What will it do?

It will display highlight videos of different real football players, for fantasy football players. The fantasy football player will be able to browse through different positions of different teams, as well as customize their own team. The user can add video clips to their favorites and view videos that are top rated for a time period.

Why will they use it?

Fantasy football players will use it to see the players on their team play. Sometimes they don't have the option to actually see the players play on television. This will give them that option.

User Profiles

Who are they, what are they into?

Fantasy football players are typically young males interested in the game of football. The video player itself will be geared more towards the tech savvy players, those in their early 20's, who play the game competitively and would be willing to spend money on such a feature to "be in the game".

Why are they using your player?

The player offers them a unique feature set. In that they can easily access information about several different players easily, watch video clips of them, and keep track of them through a roster system. This player will put them on top of

Functionality of the Main Features:

Global Navigation

Left: On the left hand side of the screen will be a dropdown system displaying teams by conference, as well as the user created team(s) as well as team info

Right: On the right hand side will be a section containing information about the player in the video, such as their stats. Also videos for adding / removing the player from the roster will be visible and videos extra video

Bottom: Videos for different positions of that football team. There will be a collection of tabs that change the videos to things such as "Favorites",

“Top Rated”, “My Team” and “Positional”. Also there will be a button to start a search.

Header:

Graphic for the website, a login box and setting for the user to change their preferences.

Video Controls:

Basic play, pause, rewind, and volume control.

Video Size:

The videos will display and be converted to 320 x 240 at their normal size, to keep the size down and set a standard.

Video Format (HD, standard):

The videos will display in a standard format. The videos will possibly be brought in from other sites so to keep things simple they will all be standard videos. Also the main idea behind the video player itself is to show small 3 min clips for somebody to catch up on the game and keep track of their team so HD videos wouldn't really be necessary.

Application size

The video will display in a new window, it will standalone from the rest of the site.

Special features, Send to friend, Embed Screen, etc...

Special features will include a button to email a friend, embed the video, and add to favorites. There will also be an option to add the player to your own "roster" so to speak. Where you can create a team that the video player will default to when you are logged in. The roster can comprise of players that are on your actual fantasy football team.

Case Studies:

Break.com

Break.com has a very typically layout with video players. The play pause controls, the full size button, but it also includes a lot more. Across the bottom of the player there are options for emailing, a guide, embedding the video, and some unique control features. The control features include the option to play the video in slow-motion as well as some extra settings for different size monitors. Break.com also includes a function to rate the video with a thumbs up and a thumbs down, and a section to comment on the video you have watched. To the right of the video player is a section displaying other videos you may like if you like the video you are watching. Right above the video is the description of what you are watching. I also found the volume control to be catchy in that it pops up on the screen and the slider is a bit fancier looking then most. As for improvements, I feel that the advertising to the right of the video is distracting and takes away from the video itself. There is also a lot of scrolling to be done if you want to check out the related videos.

NFL.com

The NFL.com recently went through a major overhaul. They have incorporated their video player throughout their site. There is however a main section for video and I noticed that the videos in this section take up quite a bit of the screen for a video player. There is an option for the video to go full screen and the typical play and pause buttons as well as a reset button. I didn't find the interface to be that great. When I first went to use it I didn't see the play and pause buttons right away. It was kind of annoying. There is a large selection of video displayed across the bottom of the page. They are broken into sections such as teams, highlights, etc... The selection of video as organization of them was nice and easy to navigate through. The other unique feature with the NFL.com videos is on their main page they have a few hot topic video that slide in and out giving you a chance to see what is hot in the league and play the video right there. I feel that integrating the video player throughout the site was successful in be dynamic and keeping the user, but I feel that the user interface itself needs some work and is kinda boring.

Brainstorming Maps:

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Site Plan:

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Wire Frame Views:

Attached PDF

Detailed Sketches:

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