

CONTENT OUTLINE AND FUNCTIONAL SPECIFICATION

1. Executive Summary

This document contains the content outline combined with the functional specification of the redesigned website for the New Jersey Jackals.

This functional specification provides information on the client – the New Jersey Jackals, including the team’s purpose, history, and accolades. The site was found to be in need of improvement in terms of design, content, and features. These are important aspects that drive the site’s use among its targeted audience.

The most frequent users were found to be those interested in family outings and die-hard sports enthusiasts. These users typically access the site from their homes where Internet Explorer is the dominant web browser. The site’s simple design requires only a minimum of technical knowledge, hardware, and software from the user. Technical requirements must meet the high demands of peak seasons throughout the year. With the redesign, it is important that we confirm our presumptions with usability testing that will ensure that the website meets the needs and expectations of its users.

2. Client

Who is the client?

The New Jersey Jackals are an independent minor league baseball team within the Canadian American Association of Professional Baseball (CANAM). The Jackals find their home in Yogi Berra Stadium, located in Montclair, New Jersey. On an average night the stadium may house upwards of 4,500 fans that come to watch the Jackals take on numerous competitors including: the Atlantic City Surf, the Brockton Rox, the American Defenders of New Hampshire, the Quebec Capitales, the Sussex Skyhawks, and the Worcester Tornadoes.

The season for the Jackals lasts from May to September and usually consists of 96 regular season games. The origins for the New Jersey team can be traced back to 1998 when they celebrated their inaugural season with their first league championship. Since that time the Jackals have validated their dominance with three more league championships to their credit.

What is the purpose of the usability test?

The current New Jersey Jackal's website, njackals.com, is inundated with content that is difficult to navigate through due to a lack of consistency in its architecture. Additionally, the site could gain more exposure and user frequency through interactive features like blogs and discussion forums.

It is our goal to redesign njackals.com into a more user friendly site by better organizing its existing content, as well as new interactive features that will help improve the site's relevance to the targeted audience. In doing so, it is imperative that a usability test be performed to ensure that the new design and features meet the user's needs and expectations.

The website's effectiveness depends largely on user centric factors that affect its navigability and usability. In short, the site should be simplified, approachable, and usable. A *simplified* design would describe a website that avoids clutter and excessive design; an *approachable* site is one that is easy to read, understand, and operate; and finally, a *usable* site is one that contains certain visual affordances that allow for easy use with limited or no assistance from instructions and manuals.

Why is it important?

Creating a user-friendly website is crucial in helping the New Jersey Jackals' audience find the information and resources they need. A more user-friendly site will encourage frequent visits as well as the potential for increased fan turnout at their games.

Our goal is to develop an updated and improved website that will aid in increasing awareness of the Jackals baseball team and, therefore, contribute to the success of this client. By renovating the website's design and layout and adding new interactive features for users, the site's credibility will grow along with the likelihood of repeated visits and new users.

3. Audience Analysis

Characteristics

The primary target audience for the New Jersey Jackals Website *is families* interested in minor league baseball outings. The setting of the game provides excellent opportunities for families to bond in a safe and fun environment. The tickets are reasonably priced and discounted group packages are offered. There are also special offers for people to hold their special events at the ballpark. Many of the people in this target will first seek out the website to find information on deals and to buy tickets.

The secondary target audience *is young professionals and college students* looking for an event to attend on either the weekend or during the week. Watching the New Jersey Jackals play a game of baseball offers these people entertainment while providing a venue for drinking and socializing. These people will visit the website to check the schedule, find specials and buy tickets. This group is also familiar with and enthusiastic about interactive features like blogging, videos, and discussion boards.

The tertiary target audience *includes hard core baseball and sports enthusiasts* that take advantage of every opportunity to attend live sporting events. These people will visit the website to read the team's headlines and statistics, blog and purchase merchandise.

Demographics

Montclair, New Jersey is home to the New Jersey Jackals. The city is located in the Newark, New Jersey Metropolitan Statistical Area. The people attending the games and visiting the website will most likely be residents of this area. The demographic of the people in this area is very diverse. Users span all age groups and ethnicities. For this reason the site must be easy to use for all.

4. Technical Analysis

Technology Requirements (End Product)

The server for the NY Jackals website should be prepared to handle large volumes of users during peak seasonal periods. The stadium holds close to 5,000 people, many of who are likely to visit the website to buy tickets and research the team. Also, the minor league baseball season runs from May to September, so heavy use should be expected during those months, with significantly lighter use during the months of October through April. It is critical that the server can handle the heavy load during the peak periods because the Jackals could lose revenue if the server stops working before a game when people are trying to purchase their tickets.

Windows is likely to be the dominant operating system, but the site should also be compatible for Apple users. The site must also be congruent with both Firefox and Internet Explorer. Since browsers sometimes display pages differently, it would be wise for the webmaster to compare content displayed on both Internet Explorer and Firefox before publishing for users to view.

Currently, a small percentage of the population is accessing the internet via a mobile device. The use of mobile devices with browser capabilities, such as the I-phone and Blackberry, is a technological trend that is likely to spread and increase in use. If this continues to become a growing trend, the Jackals' website should also appear compatible on these mobile browsers.

The type of content used for the website will determine the processing of loading the website. The new site will contain video files and some Flash elements, such as interactive banners announcing the Jackal's latest news. It is also important for the website to meet the performance, security, and support requirements. Clearly defining all of its requirements, a website can provide the proper functionality and support for the volume of users who visit it. A next step is to take these requirements and begin planning the website's information architecture including functional specifications.

Environmental Considerations

The majority of users will be accessing the website from their homes. Since attending minor league baseball game even is often a family activity, parents and children are likely to visit the New Jersey Jackal website when they are at home with their families. Some may also be accessing the website from work. This covers a broad spectrum of internet providers and connection speeds. Most Americans have upgraded from dial-up to faster broadband internet access so it is over 50 percent or more likely that the users accessing this website will have broadband capabilities.

5. Information Architecture

Content Organization

The content from the current Jackals' site was reorganized into categories and new features were added to enhance its interactivity. The navigation bar was moved from below the banner to the left hand column. It contains the following links: *Home, Schedule, Tickets, Team, History, Merchandise* and *Contact Us*. When the user's mouse rolls over a main category link, a drop down list of sub-links will appear. There are also quick links located on the top right-hand side of the site directing users to recommended external resources and the site's most popular pages.

Content Structure

The **Home Page** will feature *News and Headlines* about the Jackals. There will also be a link for the *Blog* and another for those interested in signing up on the team's *Mailing List*. The **Schedule** will automatically link to a graphical calendar of the team's schedule for the current season. The next category, **Tickets**, will contain the sub-links: *Single Game Tickets* and *Ticket Plans*. Under *Single Game Tickets*, users can purchase tickets for one game. Under *Ticket Plans*, users can purchase multiple game tickets, group tickets, and ticket specials.

The **Team** link will contain the sub-links: *Roster, Results and Statistics*. Under *Roster*, users will find the current team roster. *Results* will display the outcomes of recent games and the *Statistics* link will have statistical information on the team and individual players. The **History** link will have: *All-time Roster, Records and Awards* sub-links. The **Merchandise** link will be separated into sub-links for both *Hats* and *Jackets*, which will allow users to purchase items by submitting the *Order Form*. The last category, **Contact Us**, will provide *Directions, Staff* and *Contact information*.

6. Product Description

The New Jersey Jackals' website provides information on baseball-related topics in the form of news articles, statistics, and schedules. Current and archival articles on the players, league, and the whole team, as well as new promotions and features are a primary function of the website. News articles contain information on the outcome of games, player transactions, and headlines from around the CANAM league. Player statistics provide detailed information on the team and the player's performance. These facts are displayed in the standard format that is used in the largest and most prominent baseball leagues (i.e. Major League Baseball).

The website also provides ticket and merchandise purchasing information including prices and contact information for purchasing. There is a variety of Jackals memorabilia and apparel available for purchase online.


The new site will also contain a blog with which users can provide feedback and stimulate interactive discussions. The blog will be written by the Jackals' radio host, as well as other personnel - namely players and coaches. The blog's content will include personal opinions on the current events and news of this team.

The blog will also allow users to create new content and upload video/image files to the website. Adding interactive dimensions will hopefully drive new and repeated visits. All of these features will be open to the public, but the content will be tailored to the aforementioned targeted audiences. In order to keep track of who posts on the blog discussion board, the initial registration will require that users provide basic information to set them up with their own user name and password so that they can login to the blog on a regular basis.


TYPOGRAPHY TABLE

Typeface Name	Font Description	Use	Sample
Eras Bold ITC	Regular 16 point Black (0,0,0)	Titles	Title
Eras Demi ITC	Regular 11 point Black (0,0,0)	Sub-Titles	Sub-Titles
Verdana	Regular, Bold , <i>Italic</i> , and <i>Italic Bold</i> 8 point Black (0,0,0)	Paragraph Text	Paragraph Text
Verdana	Bold 8 point Red (175,0,0)	Links	Links
Verdana	<i>Italic</i> 11 point Red (175,0,0)	Sub-Links	<i>Sub-Links</i>

GRAPHICS TABLE

Use	Color	Sample
Border Accents	Black (0,0,0)	

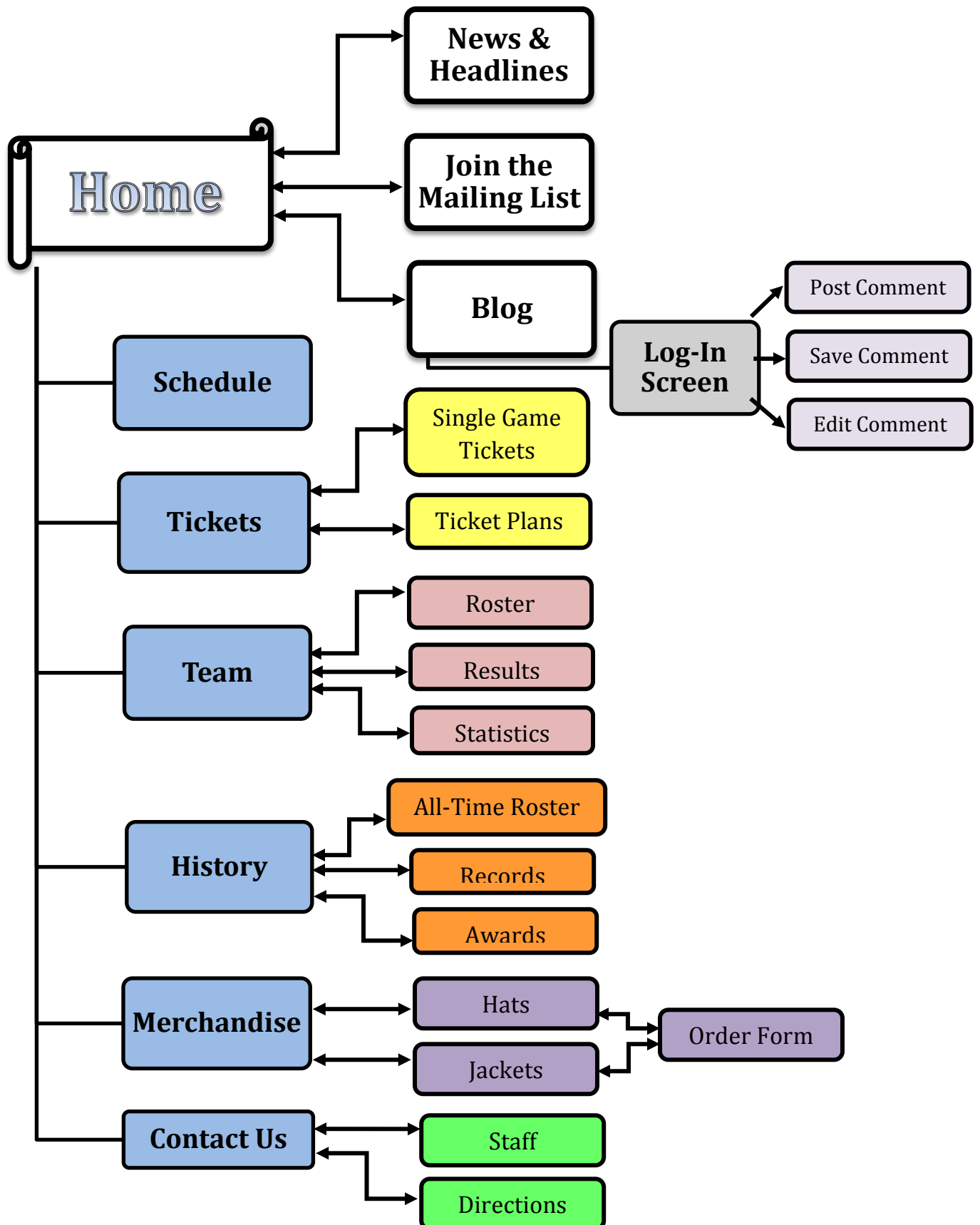
SYSTEM REQUIREMENTS

Windows	Minimum Requirements	Recommended 
Internet Connection*:	Cable or DSL	Cable or DSL
Operating System:	2000, XP, or Vista	XP or Vista
Computer Processor:	800 MHz Pentium III or Athlon, or better	1.5 GHz (XP), 2-GHz (Vista) 32-bit (x86) or better
Computer Memory:	512 MB or more	1 GB or more
Screen Resolution:	1024x768 pixels	1024x768 pixels or higher
Graphics Card for XP/2000**:	<ul style="list-style-type: none"> • NVIDIA GeForce 2, GeForce 4 MX or better • OR ATI Radeon 8500, 9250 or better • OR Intel 945 chipset 	NVIDIA Graphics cards 6000 Series: <ul style="list-style-type: none"> • 6600, 6700, 6800 7000 Series: <ul style="list-style-type: none"> • 7600, 7800, 7900 8000 Series: <ul style="list-style-type: none"> • 8500, 8600, 8800 GeForce Go Series: <ul style="list-style-type: none"> • 7600, 7800, 7900 ATI Graphics Cards <ul style="list-style-type: none"> • X800, X900, X1600, X1700, X1800, X1900 • x2600, x2900 • x3650, x3850
Graphics Card for Vista (requires latest drivers)**:	<ul style="list-style-type: none"> • NVIDIA GeForce 6600 or better • OR ATI Radeon 9500 or better • OR Intel 945 chipset 	NVIDIA Graphics cards 7000 Series: <ul style="list-style-type: none"> • 7600, 7800, 7900 8000 Series: <ul style="list-style-type: none"> • 8500, 8600, 8800 GeForce Go Series: <ul style="list-style-type: none"> • 7600, 7800, 7900 ATI Graphics Cards <ul style="list-style-type: none"> • X1600, X1700, X1800, X1900 • x2600, x2900 • x3650, x3850

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Mac OS	Minimum Requirements	Recommended 
Internet Connection*:	Cable or DSL	Cable or DSL
Operating System:	Mac OS X 10.4.11 or better	Mac OS X 10.5.4 or better
Computer Processor:	1 GHz G4 or better	1.25 GHz G4 or better
Computer Memory:	512 MB or more	1 GB or more
Screen Resolution:	1024x768 pixels	1024x768 pixels or higher
Graphics Card**:	<ul style="list-style-type: none"> ATI Radeon 9200 and above OR ATI Radeon X Series OR NVIDIA GeForce 2, GeForce 4 OR NVIDIA GeForce 5000 Series and above 	<ul style="list-style-type: none"> ATI: X1600, X1900, X2400, X2600 OR NVIDIA: 6800, 7600, 7800, 8800

Linux	Minimum Requirements	Recommended 
Internet Connection*:	Cable or DSL	Cable or DSL
Operating System:	A reasonably modern 32-bit Linux environment is required. If you are running a 64-bit Linux distribution then you will need its 32-bit compatibility environment installed.	A reasonably modern 32-bit Linux environment is required. If you are running a 64-bit Linux distribution then you will need its 32-bit compatibility environment installed.
Computer Processor:	800 MHz Pentium III or Athlon, or better	1.5 GHz or better
Computer Memory:	512MB or more	1 GB or more
Screen Resolution:	1024x768 pixels	1024x768 pixels or higher
Graphics Card:	<ul style="list-style-type: none"> NVIDIA GeForce 2, GeForce 4 MX, or better OR ATI Radeon 8500, 9250, or better 	NVIDIA Graphics cards 6000 Series: <ul style="list-style-type: none"> 6600, 6700, 6800 7000 Series: <ul style="list-style-type: none"> 7600, 7800, 7900 8000 Series: <ul style="list-style-type: none"> 8500, 8600, 8800 GeForce Go Series: <ul style="list-style-type: none"> 7600, 7800, 7900



STORYBOARD SITE SAMPLES

1. Comp of the Site Interface



Jackals News

Pitcher Named Pitcher of the week

For the second straight week, a New Jersey Jackals pitcher has been named the Can-Am League Pitcher of the Week as left-hander Isaac Pavlik has been given the award for the week ending August 10th, 2008.

A New Jersey native, Pavlik hurled a sensational game this past Thursday in a 6-2 win over the Nashua Pride at Yogi Berra Stadium. He went strong eight innings allowing no runs on six hits with five strikeouts. Pavlik is now 7-4 on the season with a 3.61 ERA in 99 2/3 innings pitched.

The Ramsey, NJ resident was selected by the Colorado Rockies in the 10th round of the 2002 draft out of Seton Hall University. He spent two plus seasons with the Rockies farm system from 2002-2004. He also pitched in 2006 with West Tenn of the Chicago Cubs organization going 2-1 with an earned run average of 3.38. This is his fourth year with New Jersey.

[More News](#)



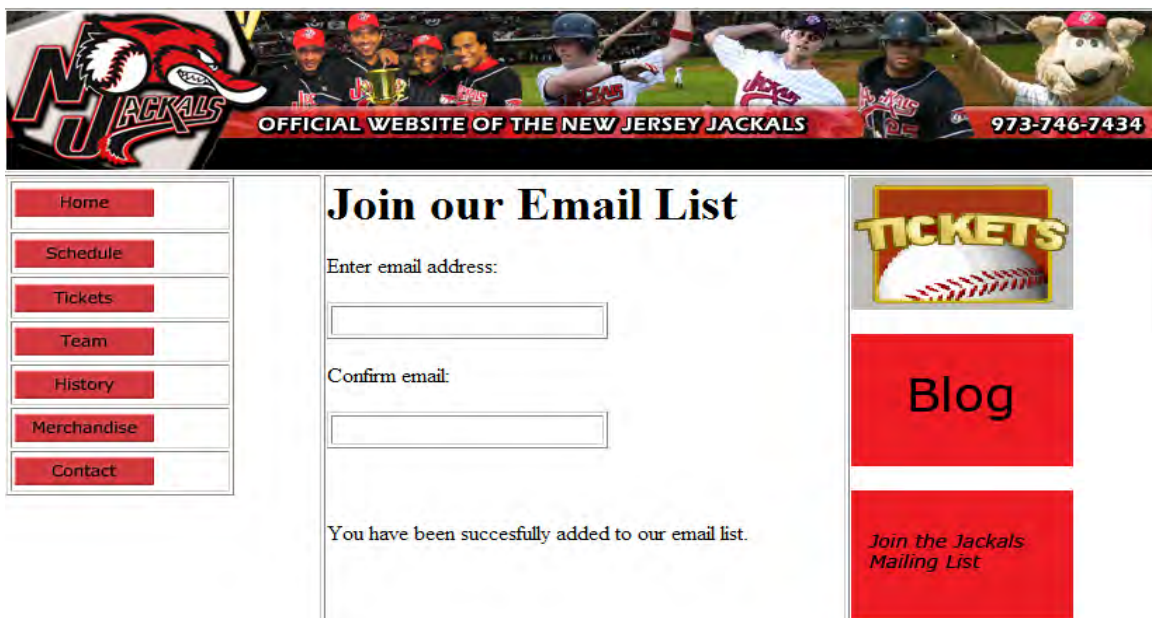
Blog

*Join the Jackals
Mailing List*

2. Storyboard of the 'Blog' Interface



3. Storyboard of the 'Join Our Email List' Interface



The storyboard shows a web page for the New Jersey Jackals. The header features the team logo, a photo of the team, and the text "OFFICIAL WEBSITE OF THE NEW JERSEY JACKALS" and "973-746-7434". On the left is a vertical menu with links: Home, Schedule, Tickets, Team, History, Merchandise, and Contact. The main content area is titled "Join our Email List" and contains two input fields for "Enter email address:" and "Confirm email:". Below these fields is a message: "You have been successfully added to our email list." On the right side, there are three red buttons: "TICKETS" (with a baseball icon), "Blog", and "Join the Jackals Mailing List".

4. Storyboard of the 'Schedule' Webpage



The storyboard shows a web page for the New Jersey Jackals schedule. The header is identical to the previous storyboard. The left menu is also identical. The main content area displays a "Monthly Calendar Template 2007" for January. The calendar shows the days of the week and the dates from 1 to 31. Below the main calendar, there are smaller calendars for December 2006 and February 2007. On the right side, there are three red buttons: "TICKETS" (with a baseball icon), "Blog", and "Join the Jackals Mailing List".

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

5. Storyboard of the 'Merchandise' Webpage

