

# Deliverable D

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## Abstract

In our initial observations and discussions we wanted to make sure that we provided the most ideal solution for both the viewer and video graphic providers. It came to our attention that the level of engagement was dependent on the type of fan the viewer was. Some people enjoy coming to the games purely for action on the ice, others enjoy seeing the stats of their favourite players, and others like the in-between fan engagement. Ultimately, we came to one final solution of,

# 1. Introduction

When coming to decisions on what the best possible solution is for our clients issues, our problem statement was regarded. “A need exists for Ross video and Ottawa Sports and Entertainment group to have an extraordinary visual display that is innovative, organized and fast to keep the audience engaged and entertained during the game using an easy to modify, controllable and combinable user interface that displays data in a fraction of a second in order to manage the Ottawa 67s Scoreboard Show.” It is highly imperative that we value both sides of the situation at hand. In the dashboard application we hope to have a simplistic and sleek setup so the person controlling their specific part can understand our design with minimal instructions. Additionally, when the person controlling the application displays their graphics, lighting, clips, etc. we hope that it is engaging for the viewer. When someone attends a hockey game they are hoping to receive an immersive experience into the game and show their support for their favourite team/players. By collaborating with each other and always adapting our ideas as more information is obtained, a final solution on the overarching issue has been decided upon.

## 2. Solution #1

In this solution we plan on focusing on the fan experience particularly, hoping to make it the most ideal for them. Catching the eye of the people who might not be able to relate to the game as much.

### 2.1. Point #1

When the fans arrive they will see dancing mascots representing each team . Each mascot will have a trumpet playing a song that is particular to each team. The mascot representing the Ottawa 67s will be extra having costumes that can change colours or costumes that show some goalies pictures because we want to focus more on the Ottawa 67s supporters.

### 2.2. Point #2

Emphasizing on fan birthdays. This is a great way to give back to the fans and get them more interested in the game. Having the fans appear on the screen with a message is a great way for them to create memories that will last a lifetime as well as keep them interested in watching hockey in the future. Altering the lighting and having the happy birthday melody in the background, are subtle additions that will also enhance the overall fan experience.

### 2.3. Point #3

Going to a hockey game can be a fun and enjoyable experience just being in the crowd, without even watching a team you like. We can achieve this by focusing on the fans' experience and making the crowd prompts fun and exciting to get the fans involved. Getting the fans cheering and passionate about the teams makes the experience more enjoyable for everyone and makes the players more engaged as well.

## 3. Solution #2

In this solution we plan on focusing on the hockey players and how they are displayed to the fans. Trying to show the battle between the teams and players for higher standings. Ultimately showing both the players and viewers what people to keep an eye on.

### 3.1. Point #1

When you're watching a team you're passionate about it makes the experience much more exciting and makes the fans feel involved in the game. By showing statistics and standings on the screen it shows the fans each team's best players and who to watch for on the ice. When the game is intense everyone is more invested and excited for each and every play, which ultimately leads to the players feeling the fans passionate and getting more into the game.

### 3.2. Point #2

This solution has the focus more on celebrating the teams and the players themselves. Adding interesting animations of the logos and even pre recorded clips of the players as an introduction to the team or players throughout the game. This will enhance the viewers experience and also motivate the team of their past successes and hard work.

### 3.3. Point #3

By showing the past rivalries of the both teams and some clips of their previous matches we can enhance the intensity of the match for the crowd.

## 4. Solution #3

In this solution we plan on focusing more on how we intend on making the control panel on Dashboard as easy to use as possible. This way the companies working in the control rooms are enticed to use our setup.

#### 4.1. Point #1

Use color coordinated buttons which would help the person in command quickly access the function required. That way the person can manage different functions simultaneously without making any errors.

#### 4.2. Point #2

Instead of cluttering different functions of switches all around the control board, we can make borders around the specific functions and indicate where different functions are. That way when the managing person is working with the board, they won't have to take their time to find out the function; instead go to the required section of the interface and select the function they want to use.

#### 4.3. Point #3

Suggest to display sponsor bugs with names and graphics at least in two places on the control panel because it is time critical meaning it must be shown at the right time and quickly. Make the panel configurable that can represent 6-8 different full page sponsor elements by creating a function where we type the name of the sponsor bugs and it appears or we just display the image button of each sponsor bug all around the panel so that the person working on it can easily see it and click whenever needed.

### 5. Final Solution

By using a combination of the 3 previous solutions, we hope to incorporate an even amount of fan interaction, hockey player stats, and a simplistic dashboard panel creation.

#### 5.1. Point #1

For point one, the focus is on the fans and really enhancing their experience. When the fans arrive, they will see the mascot of the teams with corresponding songs. This is to celebrate the Ottawa 67's fans and get them excited for the game ahead. The next element we would focus on is the fan birthdays. This is the time to give back to the fans. Having the fan birthdays displayed on the screen whilst having the happy birthday melody in the background is a great way to create lifelong memories and reinforce their positive experiences at hockey games to keep them coming back. Another way to keep the fans engaged is by adding

crowd prompts in exciting ways to keep the fans cheering and excited about the game.

## 5.2. Point #2

Hockey is a very intense, passionate sport and when the fans get excited so do the players. Team rivalries, player rivalries, and just the dynamics of the game can be very exciting when you know about the sport and the teams. Showing highlights and stats from the previous times the teams faced off against each other can insight more passion from previous games. When the fans become invested in the teams it brings everyone together to cheer for their favourite players, and the sport our country loves.

## 5.3. Point #3

As hockey has a lot of visual elements integrated for enhancing the stadium experience for fans, it is vital for the person in charge of the multimedia (Broadcasting screens, noise alerts etc.) to be able to use a certain function properly and not make any error in the process. We can do that by integrating colour coded buttons for specific functions and categorizing the similar functioning buttons in arranged columns so that the operator can use the module with ease.

# 6. Appendix A

## 1. Main Subsystems

The various subsystems that were taken into account when determining the overarching solution for the clients issue are:

### 1.1. Team Setup (Caleb)

Teams need an elegant way to display their team name and logo whenever the team is announced or when showing highlights from their players. They need a specific design or banner that lets everyone know what team the announcers are talking about.

Point #1: Each team could have a banner show up with the team's name and logo on it. A simple and great way to show which team is being discussed or highlighted.

Point #2: Another way is to have the team's mascot show up and dance or cheer in a 3-5 second clip. This is just a way to display the team and also introduce the mascot to excite the crowd. The mascot could record multiple clips that rotate when the team is announced.

Point #3: have a player or players from the team show up on the screen to show who is being announced. There could be approximately 3-5 players that rotate with pre-recorded clips of those players' highlights, them in their jersey on or off the ice, or just an animation of the player.

## 1.2. Goalie Matchup (Caleb)

The "OSEG" organization needs an engaging way to show goalie matchups for the game that satisfies all audiences when the goalie matchups are announced.

Point #1: one way to achieve this is by focusing on improving animations and graphics on the screen to enhance the visual experience for fans. This can be done by having the goalie show up on the screen using animated transitions, displaying highlights of each goalie, or showing videos of them warming up before the game.

Point #2: this could also be improved by showing more statistics for each goalie to create more advanced ways of looking at the matchups for the game. An example of this would be showing stats such as save percentages, wins, and goals against averages for both goalies and comparing who is better in specific categories.

Point #3: A third aspect to focus on might be improving the overall entertaining experience when the goalie matchups are displayed. When each goalie is introduced they could have their name and possibly a nickname show up, play their favourite song, and display interesting facts or information about the goalie to increase excitement and make fans care about the players beyond the sport.



### 1.3. Standings/Stats (Stella)

Standings/Stats are very engaging for fans because they show variables such as wins, losses, points of each team, etc. These variables change all the time on the scoreboard and must be easily adjustable on the control panel.

Point #1: Statistics change during games, so the control panel must have buttons that represent statistics so they can be updated during the game. It could also update standing statistics such as point leaders, so that if a player scores a goal and moves up a spot on the list it shows up on the screen.

Point #2: A suggestion is to reserve space with preconfigured graphics of the team at the center of the control panel. When the stats change on the screen, they can have a sound accompanied with it like “ding dong” so that the crowd notices that the player just achieved an important or exciting statistic.

Point #3: There could be a function on the dashboard that gives live updates on the screen for players ice time, shots on goal, or hits. This way approximately every 10 minutes or so fans could see which players are doing well in that game or how they are doing compared to their previous games.

### 1.4. Full Page Sponsor Elements(Isabella)

To display full page sponsors in a way that catches fans attention and properly shows the sponsors logo.

Point #1: Display 6-8 different sponsors throughout the game strategically so that they catch fans' attention. Some examples of where could be after the crowd prompts or between plays.

Point #2: Input the animations in for a specific time to allow them to be properly showcased while not allowing the crowd to get bored. Bigger sponsors are assigned bigger time slots.

Point #3: Animations for the sponsors are eye-catching with bright colours. For longer sponsors, to add to the cinematic experience, the lights may be dimmed or an announcement may be made for the ad.

## 1.5. Fan Birthdays(Isabella)

Create a way to celebrate the fans birthdays in an exciting way to keep the fans engaged while having it fast paced.

Point #1: Having a happy birthday animation/banner at the top of the screen while having the fan also displayed on the screen. This can also include the fans name and age and potentially a message from the person who sent in the shoutout.

Point #2: Ensure the number of birthdays is displayed in the given time so that they aren't too fast so the fans can see themselves on the screen. (ie. 5 birthdays per 30 seconds = 6 seconds for each shoutout.)

Point #3: A good way to get the whole audience involved would be to have an animation to get ready to sing happy birthday with a countdown while dimming the lights to get everyone's focus to the main screen. Once everyone starts singing, the birthday shout outs start playing.

## 1.6. Three Stars(Archie)

Have to find a way to show the players of three stars and make it seem special with animation or announcements

Point #1: Create anticipation for the three stars. Show highlights of best moments on that day of the game. Show the fights, awe of fans, start of fights(If possible).

Point #2: Change in the lighting background when the announcement of three stars comes up. Use different lighting around the stadium to make the event seem more special.

Point #3: During the announcement of three stars,it would be nice to make it cinematic- (like avengers endgame credentials). The 3rd star gets a 5 second animation with a thematic sound. As per the 2nd star, he gets 10 sec and the 3rd star gets 15 sec of animation on the broadcast screen.

### 1.7. Sponsor 'Bugs'(stella)

Sponsor bugs need to be shown at a particular time of the game or they will pass unnoticed which we do not want.

Point #1: Pop up sponsor bugs when the crowd is visually active and not bored. A suggestion could be either at the beginning during goalie matchup presentations.

Point #2: Sponsor bugs need to be visual on the control panel at all times because it's time critical. Display all the sponsor bugs on the control panel and should be shown one after a time for a minimum 60 seconds on the screen . Each sponsor bug should be displayed minimum of two times either during a Penalty Kill or a Power Play

Point #3: Another suggestion is to create a minimum of three buttons on the control panel to represent each sponsor bug . So if we have 3 sponsor bugs that day we would need 6 buttons in total.

### 1.8. Make Noise/Crowd Prompts(Archie)

Engaging viewers for cheering for the player or team by using buzzers

Point #1: Have a special sound when players are close to scoring. It would bring attention to viewers .

Point #2: Have a recorded cheering sound activate for a few seconds to get the crowd joining in the cheers.If the crowd sometimes isn't enthusiastic they can pick up their tone with the recorded cheers and then get their motivation.

Point #3: Have a different sound playing when there is a fight going on. That way people would also cheer on who they want to win