# Brief.

# CrowdScore Website and Logo

**www.crowdscore.co.uk**

**Background**

- CrowdScore is a community based on a predicting game played on the web on mobile and desktop.
- It takes the wisdom of the crowds (the users' predictions) and "numbercrunches" them to offer predictions on sporting event results
- We share the predictions with the players - and also give weekly/season prizes to the best predictors
- Users are incentivised through short-term cash prizes and an overall end of season win
- The primary aim is to create talking points and enough credibility for players "to have a punt" and place bets based on the predictions
- The long-term aim is to beat the bookies i.e. our predictions will be better than established bookmakers
- It currently is focused on English Premier League football but it will expand into other sports and countries.
- We have a small but loyal base of 60+ players and we now want to take it to a more professional level and grow the user base.

**The task (our objective)**

Take the existing website www.crowdscore.co.uk and logo and transform these assets to:

- Give people who arrive on the site for first time the confidence to sign-up easily and quickly
- Allow regular returning users quick and easy placing of predictions and encourage them to share the CrowdScore prediction on social networks and with their contacts
- (in the future we will encourage them to bet on the predictions but that is the next phase and doesn't need to be included in this design)
- Convey the essence of a community working together to enjoyably come-up with smart predictions on sporting events
- Work seamlessly and well across smartphones, tablets and desktop i.e. Should be **Responsive Web Design**

**Who are we talking to? What insights do we have about them?**

- Users are sports fans with opinions
- Primarily male and early twenties to mid-thirties

- They are competitive - they want to beat their peers
- Many are from outside the UK

**What do they think or do now?**

- Existing users, who signed-up due to word of mouth, come back regularly and love playing the game
- New people who come to the site don't often sign-up or stay as they don't trust the site as it doesn't look well-designed or work well across different devices
- Dwell time is relatively low so all activities need to be slick and easy to use as well as compelling and contemporary in their look and feel

**What would we like them to think and do?**

- Existing users to keep playing every week and to start believing in and sharing the CrowdScore predictions on social networks
- New users to have the confidence to sign-up
- Both new and existing users to feel part of the CrowdScore community to an extent that the CrowdScore logo would be something they would like to have on a T-Shirt, Cap etc

**Why should they care or believe us?**

The **wisdom of the crowd** is the process of taking into account the collective opinion of a group of individuals rather than a single expert to answer a question. A large group's aggregated answers to questions involving quantity estimation, general world knowledge, and spatial reasoning has generally been found to be as good as, and often better than, the answer given by any of the individuals within the group. An intuitive and often-cited explanation for this phenomenon is that there is idiosyncratic noise associated with each individual judgment, and taking the average over a large number of responses will go some way toward canceling the effect of this noise.

The kitty on CrowdScore is a representation of the wisdom of the crowds. This is we place bets based on the user's predictions and "bank" the returns and distribute to the community. Over the last two seasons it has performed very well and this season is again running at a profit,

**First thoughts on how or where we might reach them?**
People arriving on the site will be coming due to PR, Search Engine ads and Social Network ads as well as word of mouth.

**Inspiration**
- Good functional example of what the site might look like is https://super6.skysports.com/play
- In terms of style inc logo something quite minimal but "new community" feel e.g.
  - uber
  - ello
  - Spotify
  - Squawker

**Considerations**

Logo
- The logo should have an icon image (that will ultimately be used on merchandise as well as an App icon) as well as a version with the name CrowdScore.

Website
- The HTML needs to Responsive Web Design so that it adapts to the different size screens of smartphone, tablet and desktop and looks good on all, especially mobile
- The HTML has to work in conjunction with the backend so we will need to share details on this before HTML is developed,
- We have all the team badges so we can use these in the design
- The design needs to be done for the below including all the current elements and text:

  - ❏ Home
  - ❏ Tables e.g.season, monthly, weekly, statistics, mini-liga
  - ❏ Kitty
  - ❏ Information pages e.g. FAQ,, Profile, History, Mini-Liga Admin, About, Contact, Privacy, Terms