



Boyd Gaming Chute-Out

A Mobile Application for iOS and Android
Project Documentation

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Introduction

The purpose of this document is to define the requirements of the Rodeo Chute-Out application. These requirements will include an overview of the users of this application and what they can access, as well as what functions can be performed within the application.

This application will be used by people who are interested in or who are attending the Boyd Gaming Chute-Out. This application will help attendees locate parking lots, check venue information, see the line-up and schedule for the rodeo, and check on the rodeo scores for that day. It will also include social options, venue offers, and a list of partners. Access to the application will be restricted by a user's age.

One of the main functions of this system will be a voting procedure that will help attendees interact with the event. Regardless of age, all users will be able to give a score to each person for each event, and will have the option of voting for which animal a person performs with and what line-up will be used for various events. This will be done in real time, and when the event has ended, users should be able to compare their score to the official score awarded.

Definitions

- Rough Stock – an event that is scored by points given by a group of judges.
- Timed Event – an event that is scored by the amount of time it takes to complete.

Project Scope

The primary purpose of the application is to be the face of Boyd Gaming Chute-Out by providing information on the event, encourage attendance, and differentiate the event from other similarly styled rodeo functions through interactive features such as Judging, Scoring & Day Sheets, and a Photo Booth function.

Thus, the application needs to provide an exciting and enticing view of the Boyd Gaming Chute-Out event through good usability, effective content, and dynamic design. In addition to this, the application needs to be interactive, with the incorporation of mapping functionality, the ability to share information via social media/e-mail, RSVP to events, and judge rodeo performances in real-time.

The target audience should perceive the application and Boyd Gaming Chute-Out as interesting, fun, and digi-savvy.

The number of people who download it across platforms and the engagement they have with the content, including sharing details through social media, or event attendance, will measure the success of the application.

Audience Profile

Primary Audience

We have identified the primary target for a Boyd Gaming Chute-Out mobile application as having an average age of 33, with 40% of this audience who use social networks online and 17% on their smartphones. This audience is about 49 percent male and 51 percent female; 63 percent have household income of \$50,000 or more and 50 percent have children in the household. Rodeo fans come from all lifestyles, but as a group, they are demographically similar to NASCAR fans, and are likely to also enjoy hunting, fishing and camping. ¹

In a mobile application, they will want to search events, find out specific details about events, and share this information with friends.

Secondary Audience

The secondary audience for this application is Boyd Gaming Team Members, Boyd Gaming Guests who are new to rodeo, and externals (industry reps, other rodeos, partners, and journalists). This audience is more likely to obtain the information that they require via website rather than commit to downloading and keeping an application.

What's In Scope

The E-Commerce team's Project Proposal and Plan defines the overall project and outlines the site structure for the development of the mobile application for both Android and iOS devices. The following elements are included within this document.

- Definition of the project
- Outline of the Project Objectives
- Proposed Schedule
- Functional Specification
- Technical Specification
- Design Specification
- Backend requirements
 - Content Management Systems
 - Database Technologies
- Production and Final Delivery of Application

¹ From ProRodeo.com

As the project progresses, if there are additions to the scope of the project, the Project Manager will provide a separate schedule and budget for the completion of these requirements.

Assumptions

Following the development of the application, it is assumed that there would be the adequate resources made available to maintain and service the content for the application.

This includes updating of events submitted by various Boyd Gaming stakeholders and the selection of feature content for the Rotating Home Page of the application. It is important to note that this project proposal outlines the plan for designing a mobile application, not a mobile optimized website. This is an important distinction in terms of the design and functionality, as not all features of the Boyd Events website will be available through the application. The application will be a scaled down version that houses the key facets to encourage interaction and engagement. As we will be integrating with other parts of the mobile operating system, like the dialer, the GPS, and push notifications, a native application for Android and iOS is most effective.

Issues and Risks

We have identified that a risk to the success of this project is the availability of resources to complete the outlined tasks and functions. This includes the moderation and uploading of content once the application is complete. To mitigate this risk, we recommend having a contingency set up to be able to outsource sections of the project to ensure that the timeline and budget are maintained.

A further risk may be in the multiple submissions of the application to Apple for approval. It is important that from the outset, the conditions of development that Apple outline in their developer requirements are followed to ensure this is prevented. As well as contacts within Apple that may be able to assist with review.

Functional Specification

Version Log

Version:	Date:	Updated By:	Distributed To:
V1	06/29/2015		ios / android
V2	9/1/2015		ios / android
V3	10/20/2015		ios / android

V1 Site Map

1. Log In
 - 1.1. E-mail and Password

- 1.2. Social Connections Login
2. Registration
 - 2.1. Basic Information
 - 2.2. Social Connections
 - 2.3. Preferences
 - 2.3.1. Over 21
 - 2.3.2. Under 21
3. Home Page
 - 3.1. Settings
4. Cowboy Comments
5. Chute-Out 101
 - 5.1. Search
 - 5.2. Boyd Gaming and Rodeo
 - 5.3. How To Score: Rough Stock Events
 - 5.4. How To Score: Timed Events
 - 5.5. Bareback Riding
 - 5.6. Saddle Bronc Riding
 - 5.7. Bull Riding
 - 5.8. Steer Wrestling
 - 5.9. Tie-Down Roping
6. Purchase Tickets
7. Socialize
 - 7.1. Feed
 - 7.2. Share
 - 7.3. Connect
8. Partners
 - 8.1. Become A Partner

V1 Application Feature List

1. Featured Content on Homepage
2. Link back to various web sites, pages, and forms
3. Push Notifications for Application Updates
4. Iframe for UNLV Tickets / Pacolian
5. Ability for users to natively share across multiple social networks using either Gigya or native API features

Other Possible Features

1. Integration with B Connected Social for login, badges, points, etc.
2. Integration with B Connected Online login information (May need regulatory approval for this feature)

Overview

In this section, we will provide an overview of the people using the application and how they are allowed to interact with the application. We will also go over the basic template for this application, and what options are available in each section.

Users and Roles

As stated before, some of the functions of this application will be restricted by a user's age. There are three main age groups that this app must be designed to cater to, which will determine which role they play in the use of the application.

Role	Description
Adult	A user that is age 21 or older. They will have access to everything in the application.
Young Adult	A user that is anywhere from age 18 to age 20 (inclusive). They will have slightly restricted access to the application.
Child	A user that is under the age of 18. They will have restricted access to the application.

Menu Bar

On each screen after logging in, users will have access to the menu bar. The menu bar will go across the top of every page, and always have similar options available.

Item	Functionality
Navigation Lines	When a user taps this, it will make the main navigation appear. If the main navigation is already visible, tapping this will close the main navigation.
Title Text	This text will reflect the section of the application that a user is currently visiting. It will be different for every page.
Settings Gear	This is a small icon that represents the settings. If a user taps on this, they will be taken to the settings page, which will allow them to change their password, connect their BCO account, or select which types of partners they are most interested in.

Main Navigation

On each screen after logging in, users will have access to the main navigation. This navigation will slide in from the left hand side, underneath the menu bar. If the contents on the navigation exceed the height of the screen, users will be able to scroll down to see everything.

Application Open

The first time that a user starts up the application, they are provided with a login screen. Users may not access any feature of the application without logging in. They will also have the option to log in with social media connections.

The login page serves several purposes.

- It is a welcoming point to the app for new customers as well as existing customers.
- It allows new users to register for a logon ID and password.
- Facilitates a login point for those who already have a B Connected ID and password.
- Allows users who have forgotten their username and password to recover them

Having users register and log in to the application allows us to collect and use data regarding the user, and allows for a more individualized experience throughout the application

Log In

A user is required to log in using their email address and password. If this is the first time they have ever used the application, they will not be able to log in this way, and instead will need to begin the registration process.



 LAS VEGAS 2015	
FIRST TIME USER?	START HERE ▶
E-MAIL	
johndoe@website.com	
PASSWORD	
password	
 	OR Log In
Forgot Password? Forgot Username?	

Forgot Password

A “Forgot Password” link will be available on the log in screen. When a user clicks, they will be prompted to enter their email address, and a temporary password will be emailed to them. They are allowed to log in once with the temporary password, and then will be prompted to change their password after doing so.

Registration

Basic Information

Registration helps us collect user information while providing additional benefits to the user such as the ability to save their scoring data.

New Accounts are required to submit the following

- **First Name**
- **Last Name**
- **E-mail Address (Must be valid)**
- **Date of Birth***
- **Password**

If a user had tried to log in with their social network, however, had not already registered with the application, their information from the social network would autofill on this form.

Register	
First Name John	Last Name Doe
Email johndoe@website.com	
Password password	Password password
Date of Birth Month ▾ Day ▾ Year ▾	
Continue	
○○○	

Connect Social Networks (Optional)

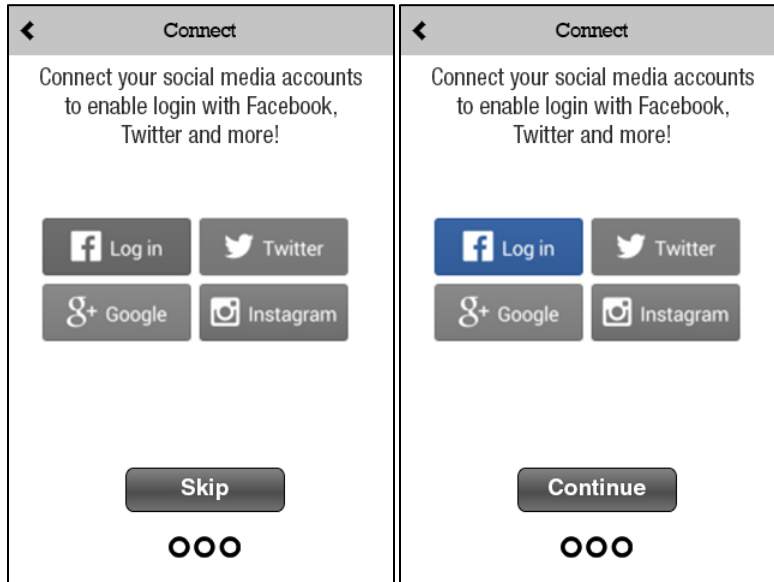
The ability for users to connect to a social network provides additional benefits to both the company and the user, in the forms of additional customer data and ease of log in, sign up and sharing information across personalized applications.

Choose from:

- **Facebook**

- **Twitter**
- **Google+**
- **Instagram**

Once a user connects to a social network, the network icon will “fill in” and the button will change from “Skip” to “Continue”



Preferences

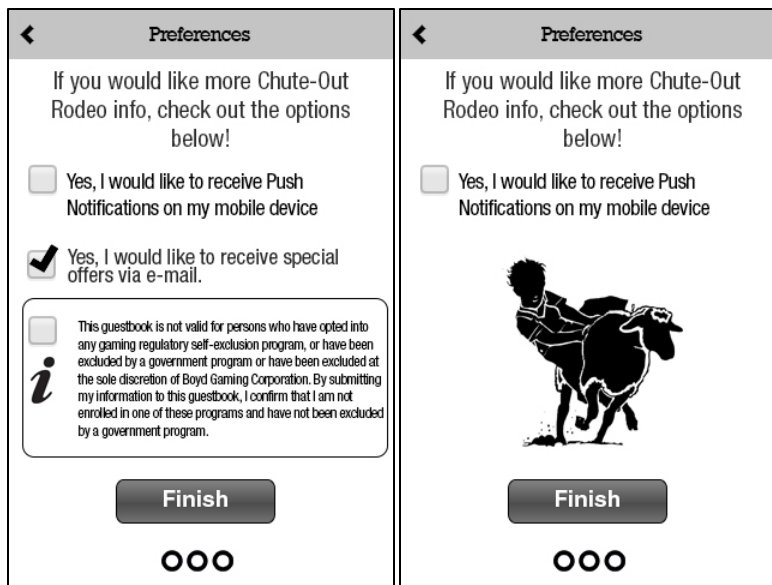
The options on this page serve several purposes.

- Push notifications allows the user to set personal reminders for events and
- All of the options allows the company to send timely exclusive offers and promotions to users of the application

The functionality on this page will be age restricted.



- Users who are over 21 will receive e-mail options and push notifications options
- Users under the age of 21 will receive push notification options only



Home Screen

The home screen should be displayed, when the application starts up (if the user has already logged in) or after the user logs in or creates an account. Any information on the home page will be put on the main navigation after the user goes to another part of the application. Additionally, if the user selects “Home” from the Navigation, the screen will return

This part of the application will need to be updated frequently.



- At different times, different items will need to be displayed on the home page.



The Home Screen serves several purposes.

1. Welcome returning users
2. Display quick action links to direct the user to the other parts of the application
3. Inform users of pertinent information during specific time periods including the following
 - 3.1. Before the Rodeo
 - 3.1.1. Fun Facts
 - 3.1.2. Chute-Out 101
 - 3.1.3. Tickets Link
 - 3.2. During the Rodeo
 - 3.2.1. Current Event
 - 3.2.2. Daily Schedule
 - 3.2.3. Partners
 - 3.2.4. Tickets Link
 - 3.3. After the Rodeo
 - 3.3.1. Next year's room and ticket packages
 - 3.3.2. Event Updates
 - 3.3.3. Las Vegas Regional Information
 - 3.3.4. Tickets Link

Cowboy Comments

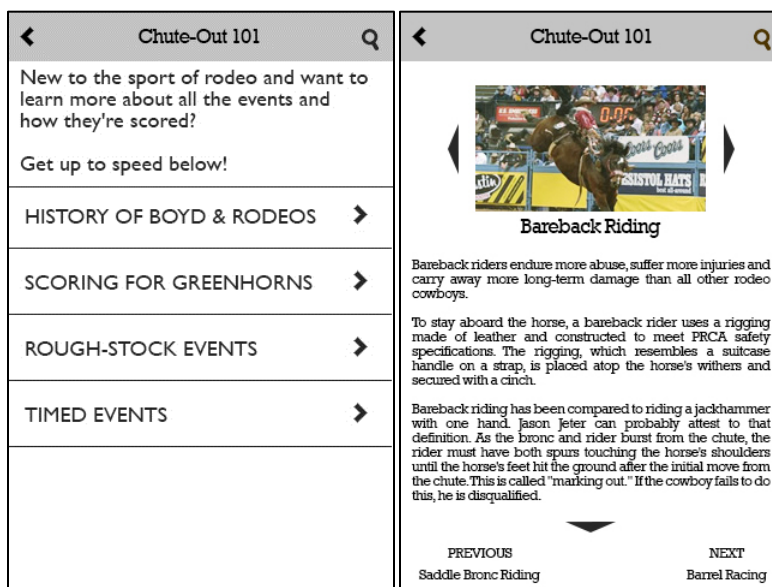
Video Teasers will be uploaded to YouTube. Some will be unlisted so as to be “Exclusive” to the Application. Links should open in YouTube directly.



This section will contain information about this rodeo, and rodeos in general, for people that need additional information on the different kinds of events and scoring. Each event that will be taking place in this rodeo should be included, as well as an overview of Rough Stock vs. Timed Events, and how to score each of them.

Search

If there is a specific thing that someone is looking for – such as scoring for Rough Stock events – then there should be a search option to help them find it. The search should filter articles by relevance depending on what was search.



Article Detail

The article detail provides options for the user to

- Read a detailed description of the event and scoring for the event
- Scroll forward and backward to additional articles
- Return the Chute-Out 101 Menu

This part of the application will need to content managed



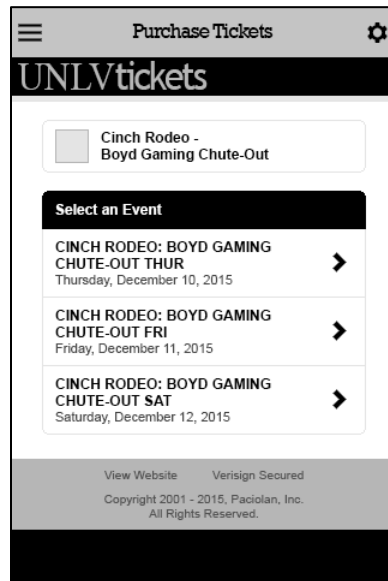
- Content will be provided by the marketing teams

Purchase Tickets

By clicking on this link, users will be able to purchase tickets for the rodeo for each day of the event (December 10, 11, and 12). Users have to purchase the tickets through UNLV Tickets.

UNLV Tickets

- **OPTION 1:** Pull the webpage into the application via an iframe. By doing this, users will not have to exit the application in order to purchase tickets.
- **OPTION 2:** Have a button that links to the webpage for UNLV Tickets. Tapping on the button will exit users out of the application and open up the webpage in their default browser.



Socialize

This page gives users a way to interact with other people at the event and with their friends and family via popular social networking sites. They will be able to make their own posts about the event, or view the official event feed from various social networking websites. This page will also interact with B Connected Social.

The functionality on this page will be age restricted.



- Users who are not connected to their BCO account will not have any B Connected Social options.
- Users under the age of 21 will not have any B Connected Social options.

Feed

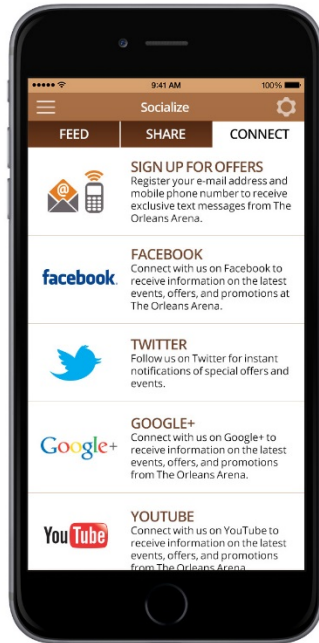
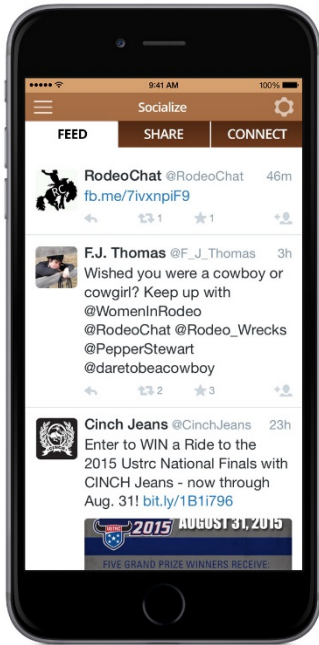
Users will be able to see any posts on Facebook, Twitter and Google+ that are using the official event hashtags (#BoydChuteOut), in order of most recent post.

Share

Users will be able to natively share with the event official hashtag appended

Connect

- E-mail / Text Sign Up
- Boyd Chute Out on Facebook
- Boyd Chute Out on Twitter
- Boyd Chute Out on Instagram
- Boyd Chute Out on YouTube



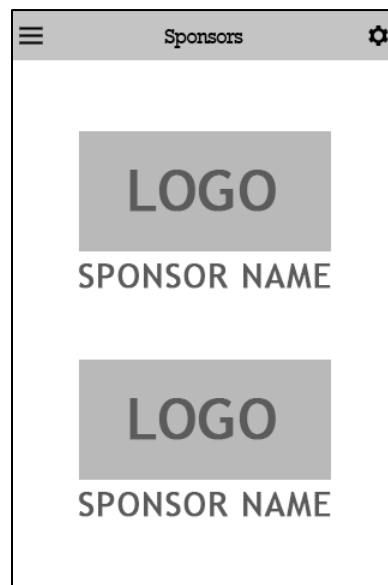
Partners

This page will display a list of partners and their respective logos for the event. People can scroll through the entire list of partners. If they click on a partner, they will exit out of the application and be taken to the partners' website.

The functionality on this page will be age restricted.



- Users under the age of 21 cannot be shown partners related to alcoholic beverages or gambling. A list of partners will be provided before the event.



Appendix A: Version 1 Timeline

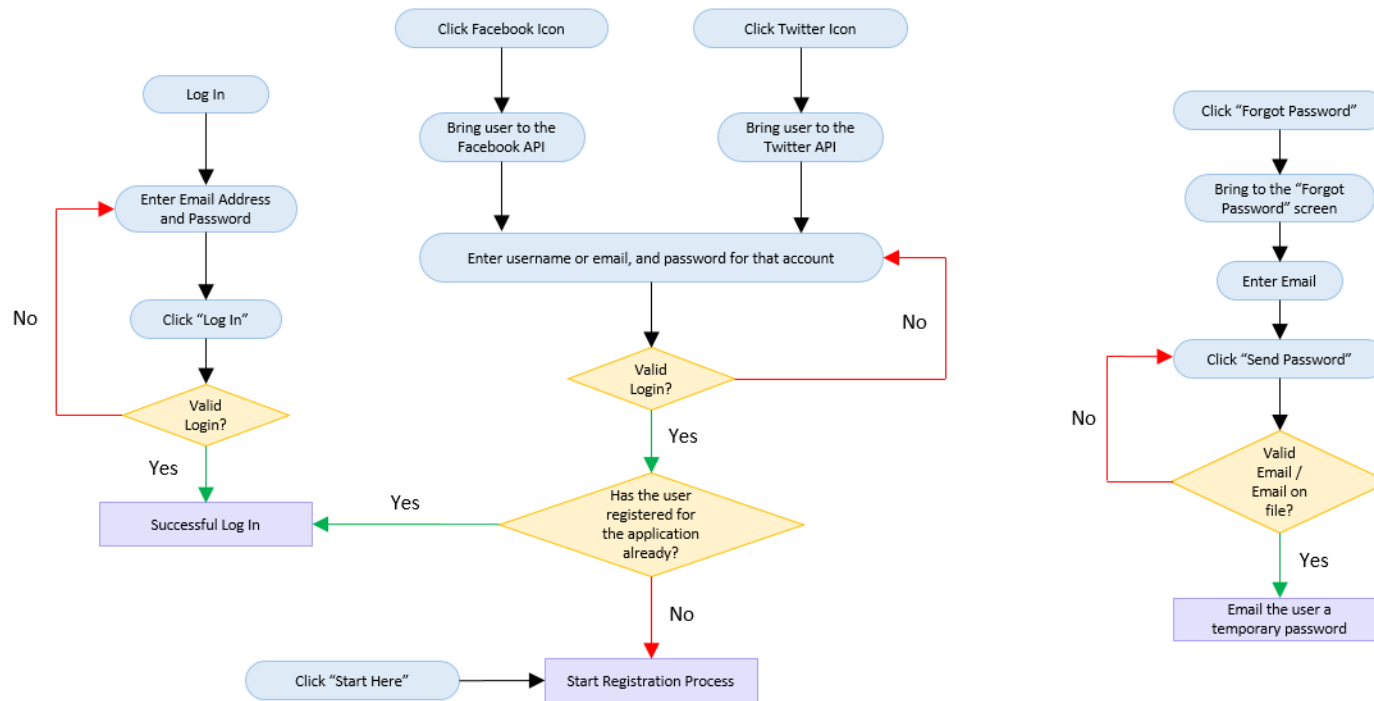
Development - Release 1	05/20/15	06/30/15	30
<i>Alpha - Prototype (to be done in stages)</i>	<i>05/20/15</i>	<i>05/22/15</i>	<i>10</i>
Development server setup	05/20/15	05/20/15	0
Home Page	05/20/15	05/22/15	2
<i>Framework installation, core functionality</i>	<i>05/27/15</i>	<i>05/27/15</i>	<i>13</i>
Cowboy Comments Subpage Group	05/22/15	05/25/15	1
Buy Tickets Subpage Group	05/25/15	05/26/15	1
Partners Subpage Group	05/26/15	05/27/15	1
Log In / Sign Up Group	05/27/15	06/01/15	3
Chute-Out 101 Subpage Group	06/01/15	06/04/15	3
Socialize Subpage Group	06/04/15	06/09/15	3
<i>Alpha Defect Review</i>	<i>06/09/15</i>	<i>06/11/15</i>	<i>2</i>
Bugfixing	06/09/15	06/10/15	1
QA first pass	06/10/15	06/11/15	1
<i>Beta version - Need Design</i>	<i>06/11/15</i>	<i>06/19/15</i>	<i>7</i>
Log In / Sign Up Group	06/11/15	06/12/15	1
Cowboy Comments Subpage Group	06/12/15	06/15/15	1
Chute-Out 101 Subpage Group	06/15/15	06/16/15	1
Buy Tickets Subpage Group	06/16/15	06/17/15	1
Socialize Subpage Group	06/17/15	06/18/15	1
Partners Subpage Group	06/18/15	06/19/15	1
<i>Beta Defect Review</i>	<i>06/19/15</i>	<i>06/23/15</i>	<i>3</i>
Bugfixing	06/19/15	06/22/15	1
QA fifth pass	06/22/15	06/23/15	1
<i>Launch</i>	<i>06/23/15</i>	<i>06/26/15</i>	<i>4</i>
Transferring the content	06/23/15	06/24/15	1
Production server setup	06/24/15	06/25/15	1
Pre launch QA	06/25/15	06/26/15	1
First Release Launch	06/29/15	06/30/15	1
<i>Post-launch</i>	<i>06/30/15</i>	<i>07/08/15</i>	<i>7</i>
Log In / Sign Up Group	06/30/15	07/01/15	1
Cowboy Comments Subpage Group	07/01/15	07/02/15	1
Chute-Out 101 Subpage Group	07/02/15	07/03/15	1
Buy Tickets Subpage Group	07/03/15	07/06/15	1
Socialize Subpage Group	07/06/15	07/07/15	1
Partners Subpage Group	07/07/15	07/08/15	1
<i>Post-launch Defect Review</i>	<i>07/08/15</i>	<i>07/10/15</i>	<i>3</i>
Bugfixing	07/08/15	07/09/15	1
QA last pass	07/09/15	07/10/15	1

Appendix B: Version 1 Page Master

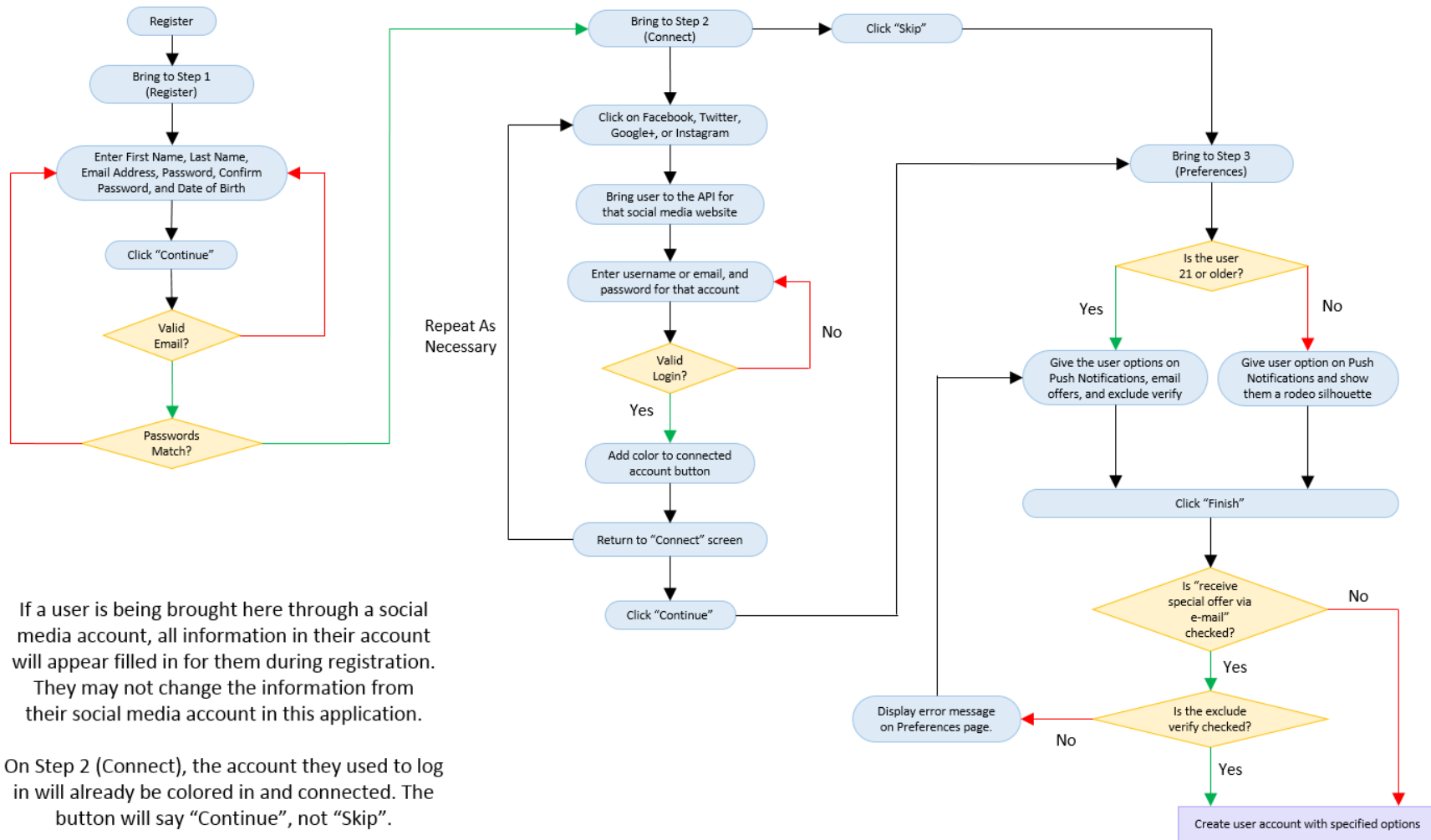
Navigation Link	Page	Description	Type	Specs	Wireframes?	Feature Breakdown?	Mockup?	Approved?
Log In / Registration	Log In		Form		X			
	Registration	Step 1 - Basic Information	Form		X			
		Step 2 - Connect	Form		X			
		Step 3 - Preferences (Over 21)	Form		X			
		Step 3 - Preferences (Under 21)	Form		X			
Home	Home Screen	Main Page	Page		X		X	
	Settings		Settings		X			
	Navigation		Navigation		X			
Cowboy Comments	Cowboy Comments	Video Roll with Links to YouTube	Page		X			
Chute-Out 101	Selection Screen		Page		X			
	Search		Page		X			
	History of Boyd and Rodeo	Detail Screen	Page		X			
	Barrel Racing	Detail Screen	Page		X			
	Event 2	Detail Screen	Page		X			
	Event 3	Detail Screen	Page		X			
	Event 4	Detail Screen	Page		X			
	Event 5	Detail Screen	Page		X			
	Event 6	Detail Screen	Page		X			
	How To Score: Rough Stock	Detail Screen	Page		X			
	How To Score: Timed Events	Detail Screen	Page		X			
Purchase Tickets	Purchase Tickets	iframe	Page		X	x	N/A	
Socialize	Feed	Social Search Feed	Page		X		X	
	Share	Custom Event Share (Gigya?)	Page		X		X	

	Connect	Match Connect Section on Website/ Links to Website	Page		X		X	
Partners	Partners	Logo plus link	Page		X	x		
	Become A Partner	Description plus link	Page		X	x		

Log In



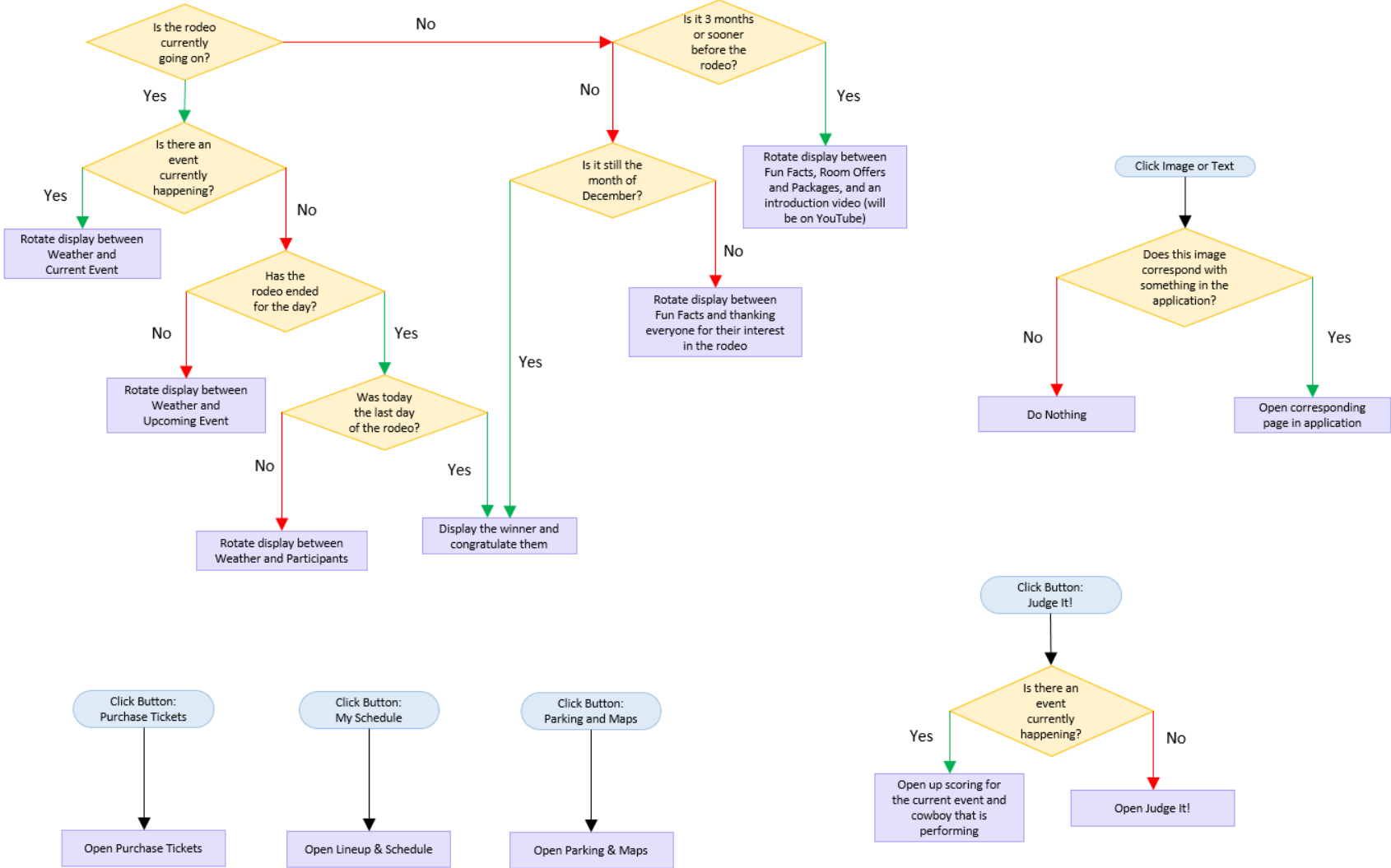
Registration Process



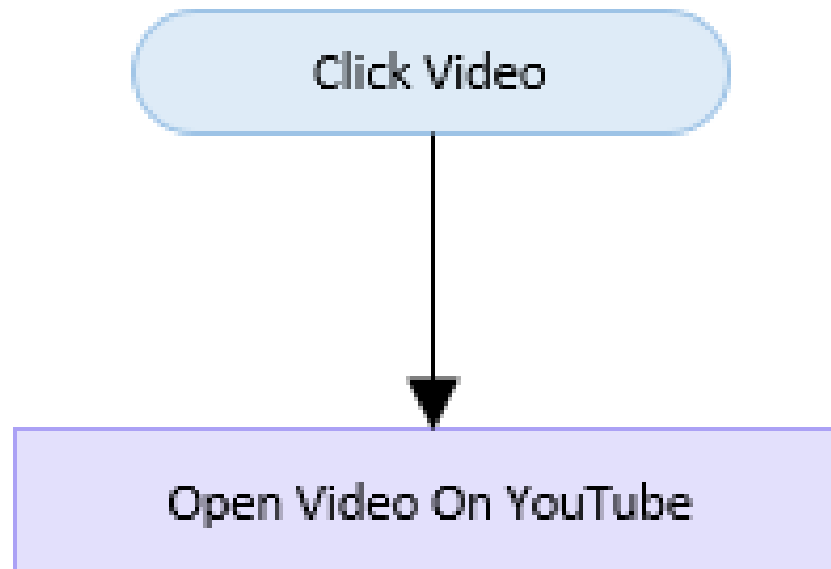
If a user is being brought here through a social media account, all information in their account will appear filled in for them during registration. They may not change the information from their social media account in this application.

On Step 2 (Connect), the account they used to log in will already be colored in and connected. The button will say "Continue", not "Skip".

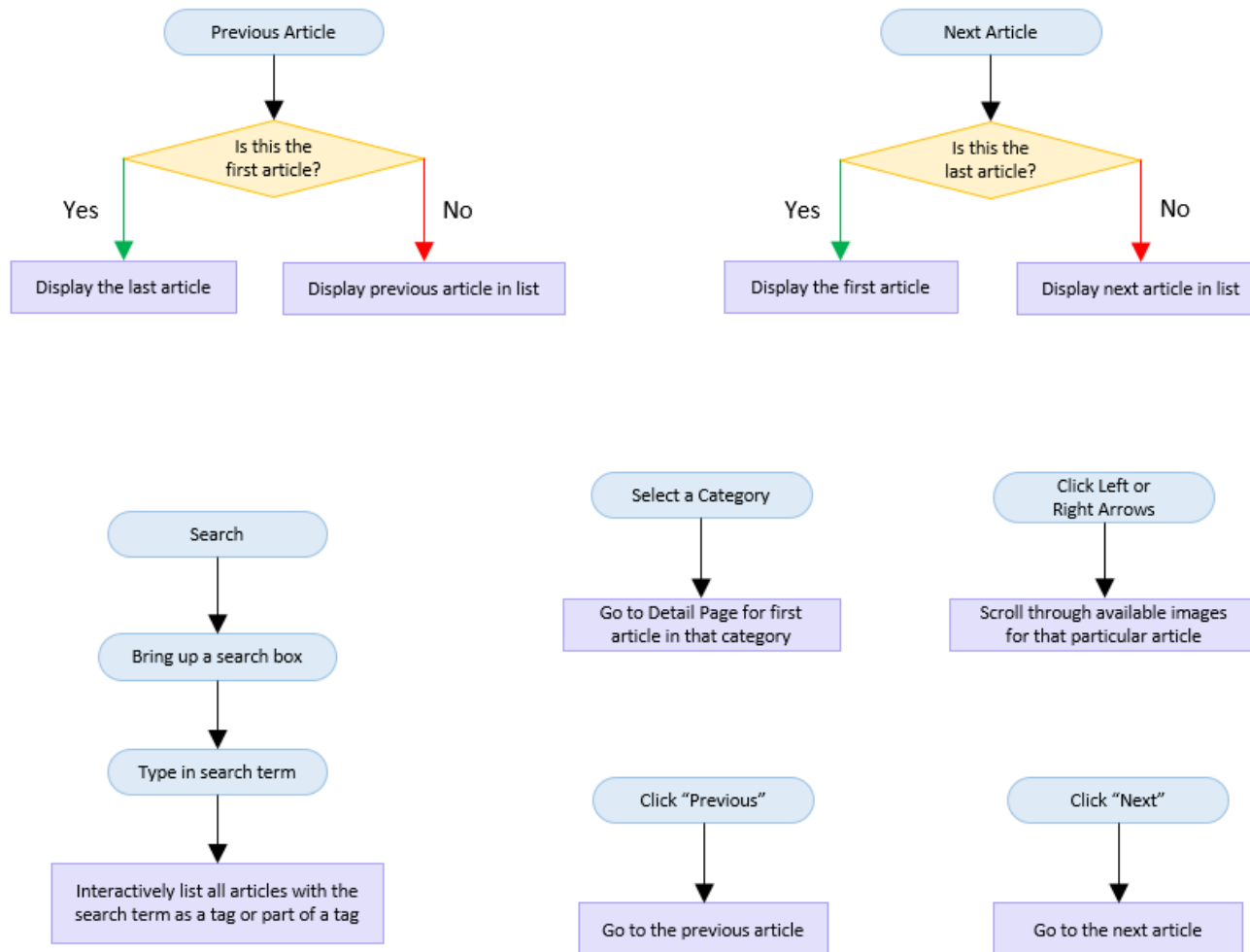
Home Page



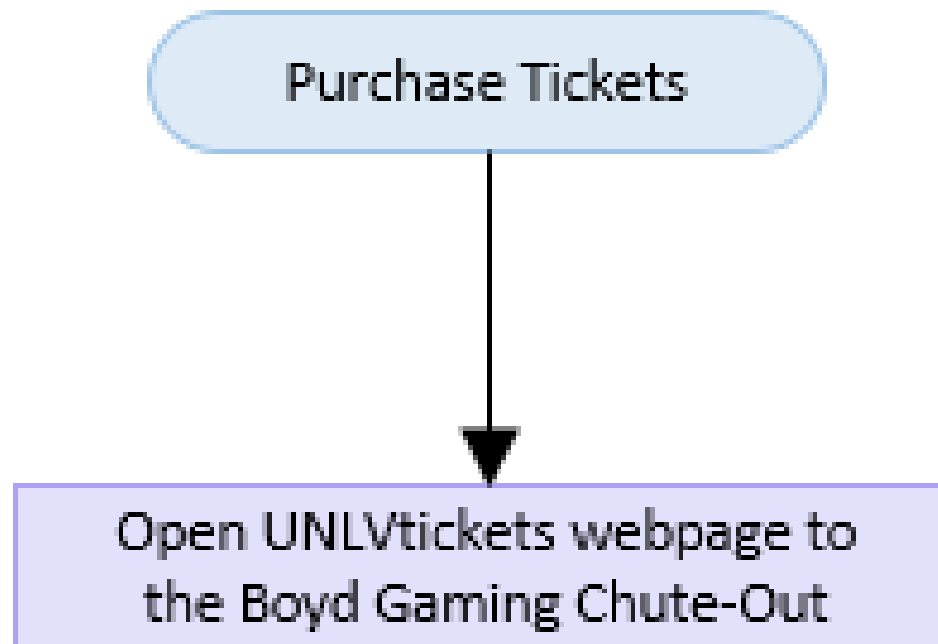
Cowboy Comments



Chute-Out 101



Purchase Tickets



Partners

