

STATEMENT OF WORK

Rodeo Application | Boyd Gaming Corporation

Introduction

Boyd Gaming has recently found a need for a Rodeo Application that can be used in conjunction with multi-day rodeo events. The Rodeo Application will focus on generic functions that can be used for different rodeos, with the ability to customize with new colors, images, or text when necessary.

The technologies used to build the back end of this application should consist of JavaScript and PHP, with a MySQL database for storing information. The technologies used to build the front end of this application should consist of HTML and SASS or CSS. There has been an effort to not assume or impose any particular software development methodology.

Scope of Work

This application will be used by people who are interested in attending a specific rodeo or state fair event. The main purpose will be to help attendees locate parking lots and parking spaces, check venue information, see the line-up and schedule for the rodeo and other events, and check the rodeo scores for that day.

Additionally, this application will also help attendees interact with the event. Users will be able to select their own score for each contestant. When the event has ended, users should be able to compare their score to the official score awarded.

The objectives that should be addressed by the Rodeo Application are as follows:

- The application should be able to support at least 5 days of different events and schedules
- The application should allow user-controlled pin functionality for parking and venue maps
- The application should be optimized for mobile performance on phones and tablets
- The application should be able to be reskinned when appropriate, consisting of different colors, logos, names, text, images, maps, and events.

Project Specifications

Loading / Introductory Screen

The loading and/or introductory screen of the application should show the event name and/or logo, the location, and the dates & times of the rodeo at a minimum. Unless other relevant information is stored here, it is not necessary to provide users a way to return to this page.

Theme

The theme will change for every rodeo the application is used for, but should be able to be seen from all pages of the application. Brand colors, a logo, event name, dates, location, or taglines are all items that will change with the theme, with at least one of them being visible on every page.

Navigation

Main navigation should be consistent for all implementations of this application, in an effort to help any potential cross-marketing efforts and provide a consistent user experience. Navigation could be customized per application if needed; i.e. if one of the main sections does not exist for the rodeo in question.

Content

The following would be an example of what content a user would expect to find in this application. Content can be moved into other sections if it would provide a better user experience.

- Venue Information
 - Location
 - Functionality: “Get Directions” – can send user to a page on the venue website or a map
 - Venue Map
 - Built-In Amenities
- Parking
 - Parking Map(s)
 - Functionality: “Find My Car” – ability to place a pin in approximate parking location
 - Parking in Surrounding Area
 - Transportation Options
- Event Schedule
 - Day #1 – Day #5 (or different number)
 - Event & Approximate Time (Unlimited Number of Events)
 - Line-up of Competitors participating in the event
 - Functionality: ability to assign a score to a competitor
- Vendors
 - Food Trucks / Carts / Stands
 - Merchandise Vendors / Shops
 - Informational Booths from Event Partners
- Scores (pick one method)
 - Look at Scores by Day
 - Day #1 – Day #5 (or different number)
 - Event (Unlimited Number of Events)
 - Competitor Lineup & Official Score
 - Functionality: Compare Scores – only available if the user has awarded a score to a competitor
 - Look at Scores by Event
 - Event (Unlimited Number of Events)
 - Day #1 – Day #5 (or different number)
 - Competitor Lineup & Official Score
 - Functionality: Compare Scores – only available if the user has awarded a score to a competitor

Project Plan

Kickoff

- Create and present a detailed project plan including goals, target audience, and next steps for review and approval

Design Phase

- Create and deliver wireframes for each main page and at least one subpage of the application that outlines the proposed UX elements
- Create and deliver completed full-color comps for each wireframe with proposed imagery, branding, and styles

Build Phase

- Create and deliver a prototype based on the comps that will showcase basic functionality of the app on a platform that can be accessed by all reviewers
- Finalize and build the remainder of the application based on prototype feedback

Deliverables & Acceptance

Project Plan

The project plan will be accepted, provided:

- Goals are included to show a firm understanding of the project requirements
- It is delivered in any one of the following formats: .doc(x), .xls(x), .ppt(x)

Wireframes

Wireframes will be accepted, provided:

- They are delivered either as individual jpg images or as a set of images in a presentation
- At a minimum, there is one for each page shown in the navigation and one for a subpage (if applicable)

Full-Color Comps

Full-color comps will be accepted, provided:

- They include at least two possible color schemes to show what elements can be reskinned
- At a minimum, there is one for every wireframe that was delivered

Prototype

Prototypes will be accepted, provided:

- They work as outlined by the wireframes and comp, taking feedback into account
- They display good UX and UI for the target audience
- They meet all required functions as outlined in the scope & specifications