



Orange

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*FAN'S cup Platform*

*Storyboard of the website*

BEFORE THE EURO

# CONCEPT

ORANGE introduces

# FAN'S cup Platform

For fans, with fans, by orange.

BEFORE THE EURO

# 3 MAIN CONTENTS

Discover ...

1



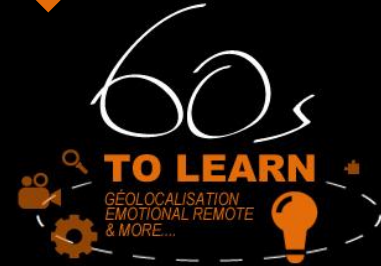
.. MEET THE FANS ACROSS  
EUROPE

2



.. FAN'S KIT

3



.. DIGITAL COACH

# MAIN PROGRAM

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## « MEET THE FANS »

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*Football Fans  
identity*

*Football Fans  
passion*

*Mythical places  
of supporters on  
the map*

*Fans &  
technology  
through  
datavisualisation  
informations*



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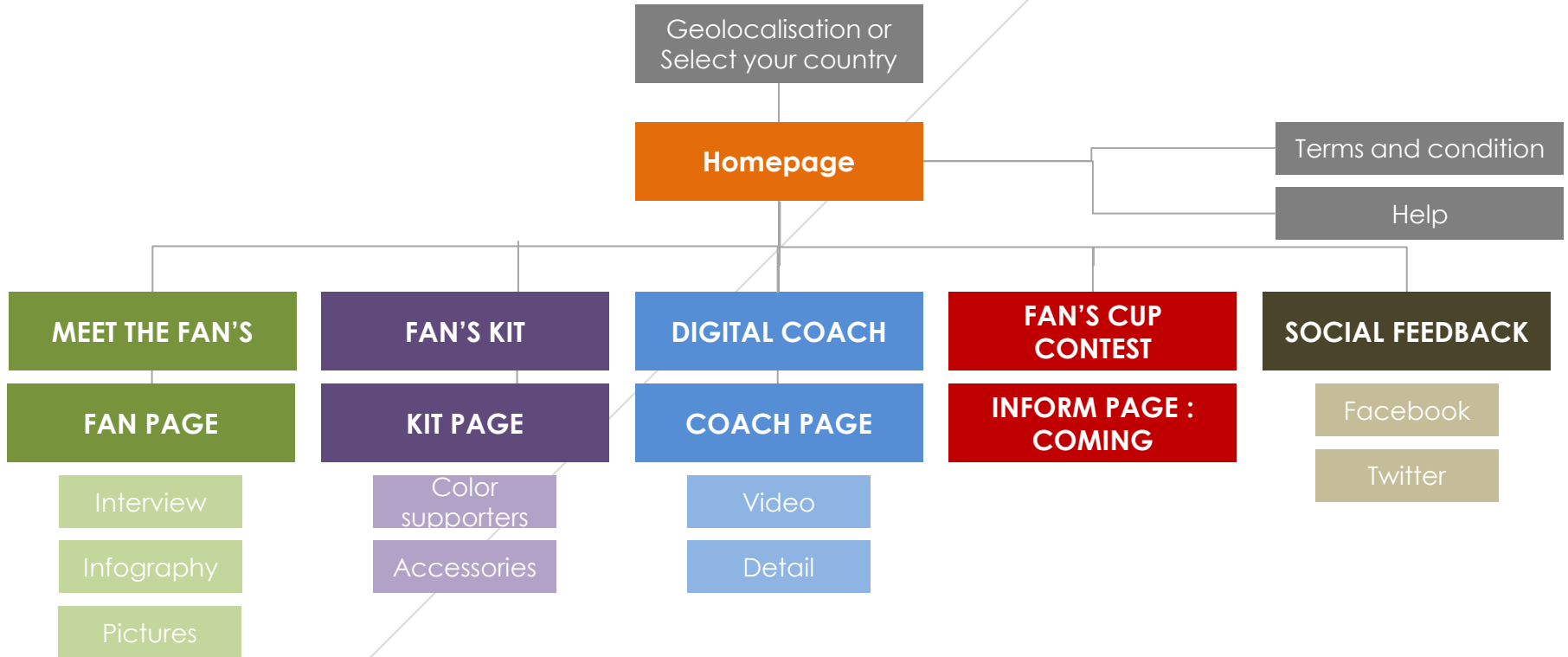
# FAN'S CUP PLATFORM

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# WEBSITE MAP



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FAN'S CUP PLATFORM

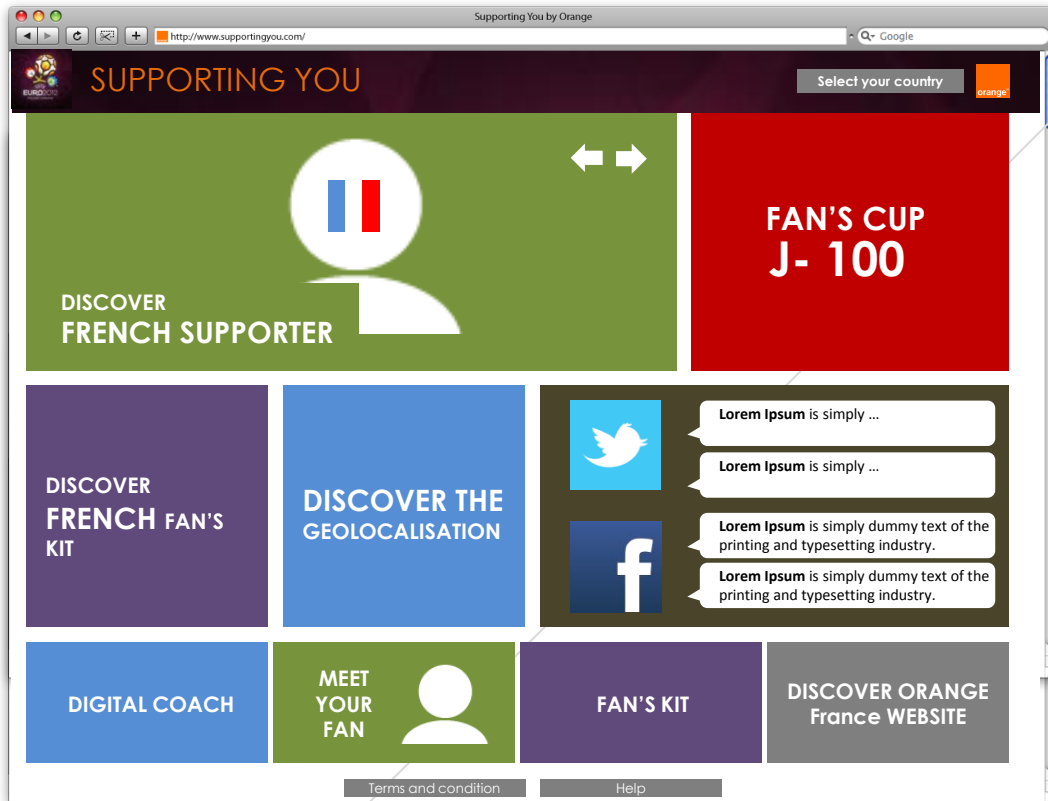
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HOMEPAGE

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# BEFORE THE EURO HOMEPAGE

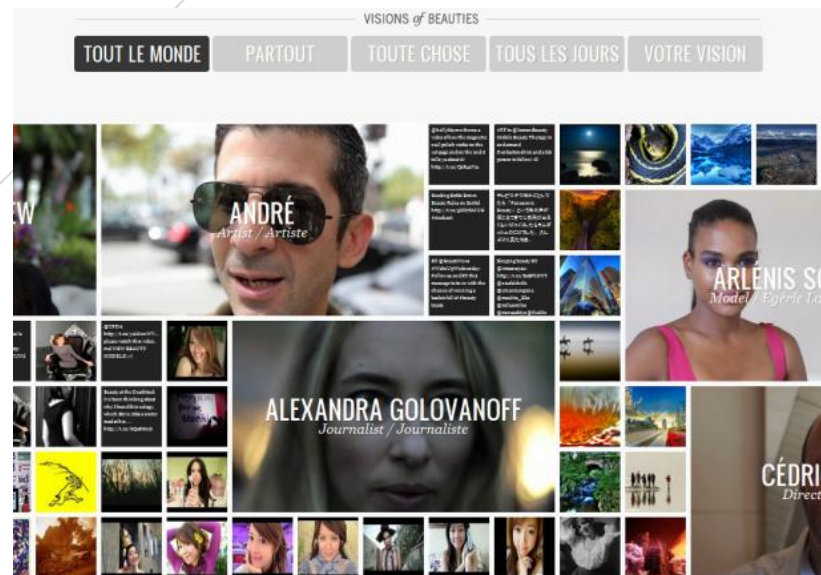
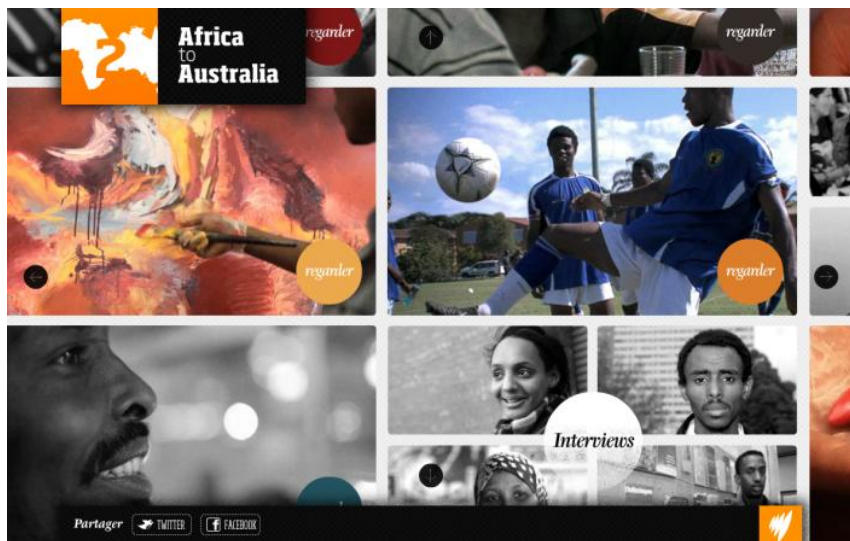


Content will be adapted by country.



# BEFORE THE EURO HOMEPAGE

## Example



<http://www.visionsofbeaties.com/>

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FAN'S CUP PLATFORM

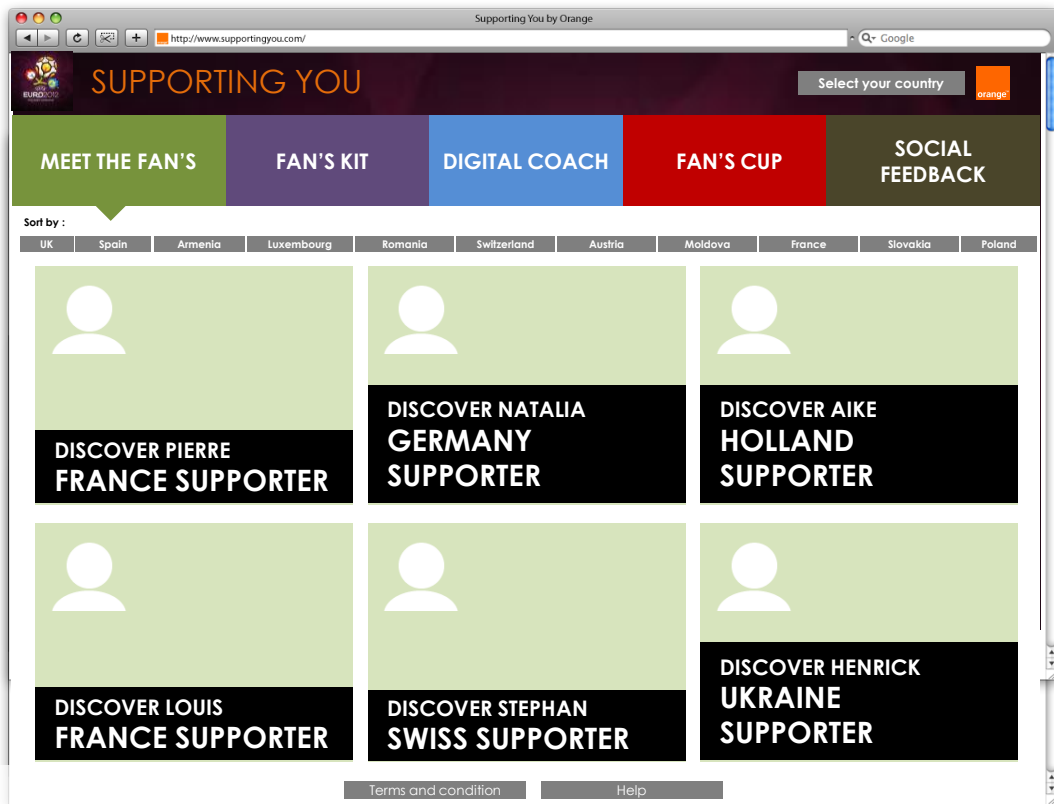
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MEET THE FAN'S

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# BEFORE THE EURO SELECT SUPPORTER

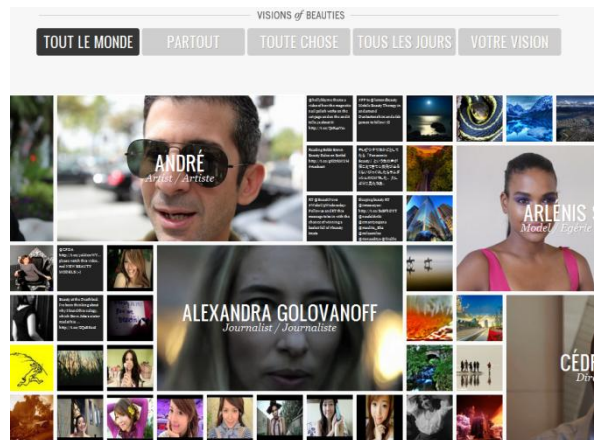


## Wireframe V1

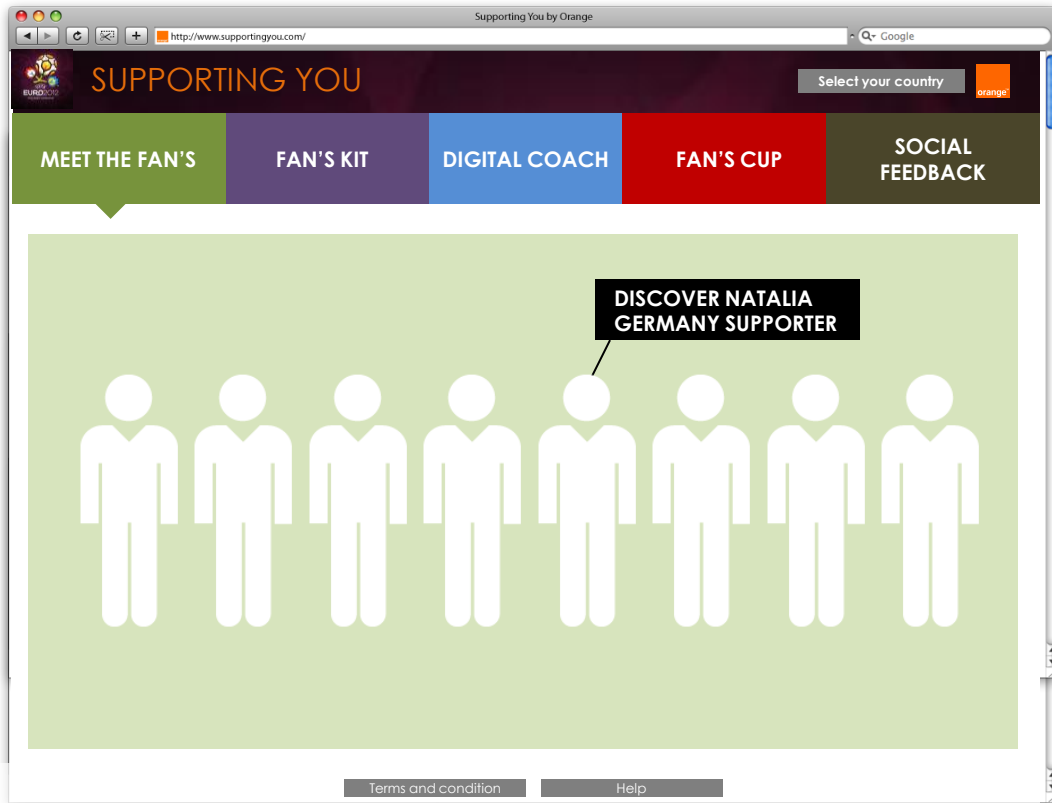
Index page of all the supporters reports across Europe

List of fan selection

## Example



# BEFORE THE EURO SELECT SUPPORTER



## Wireframe V2

Index page of all the supporters reports across Europe

List of fan selection

## Example

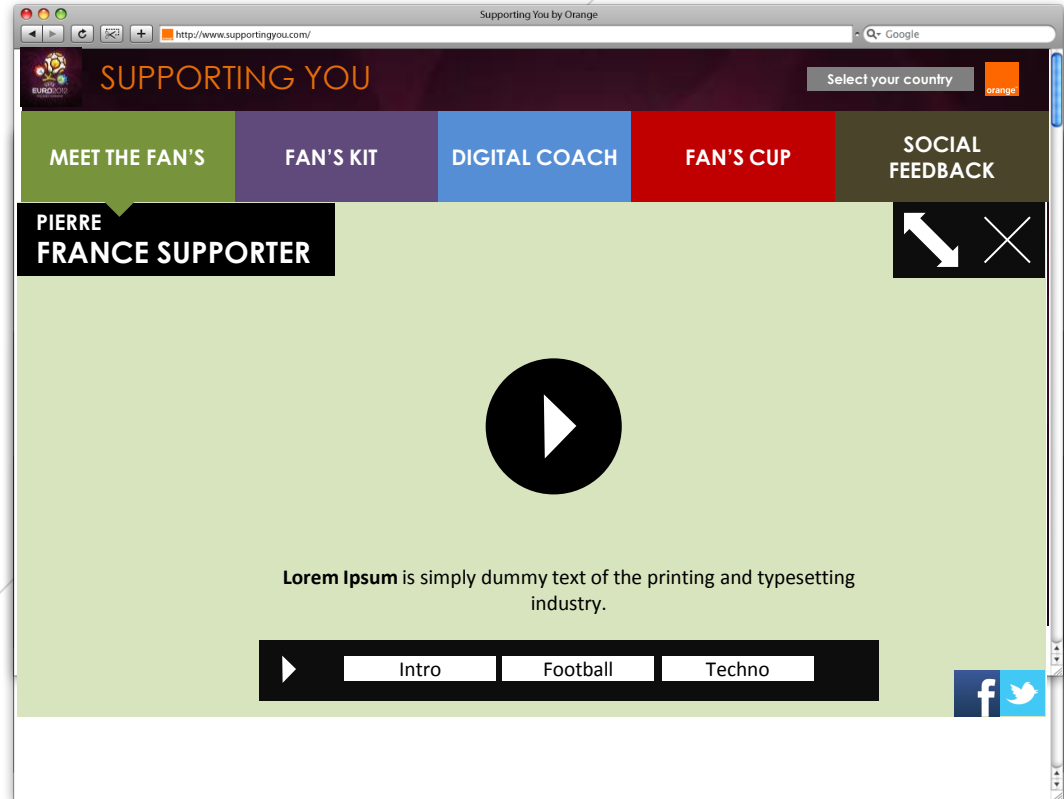


WEB-DOCUMENTARY

# SUPPORTER

## Wireframe

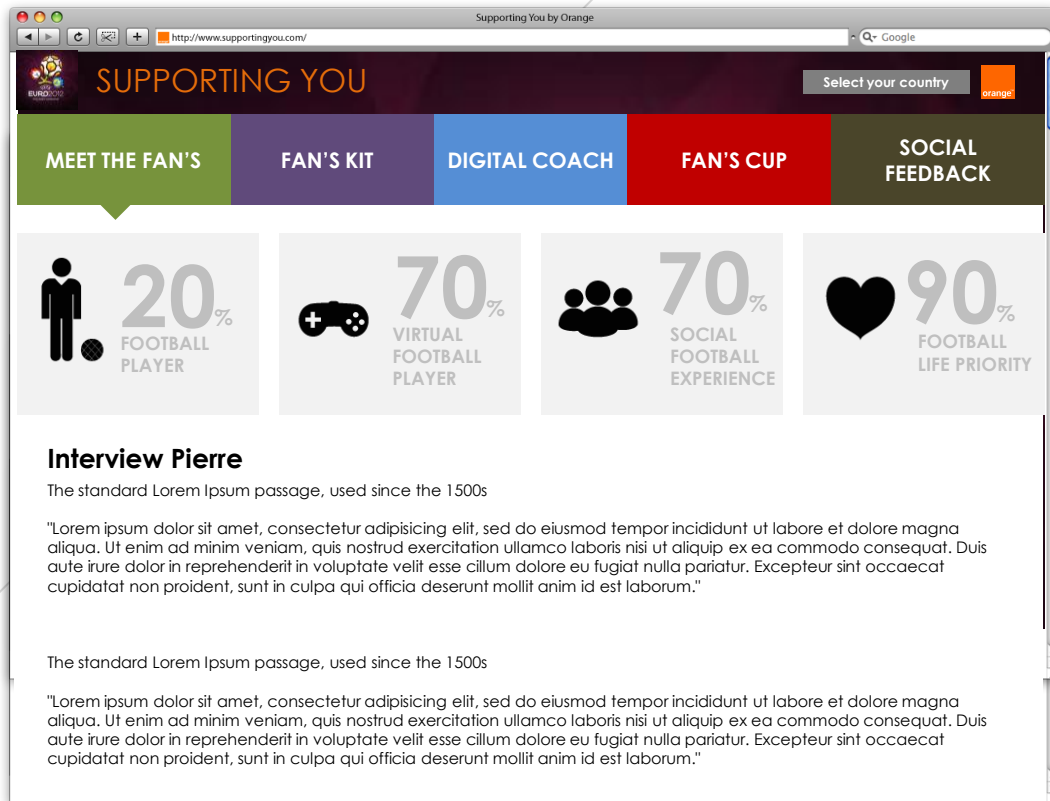
- Video one screen format
- Player with chapter
- Traduction



# WEB-DOCUMENTARY SUPPORTER

## Wireframe

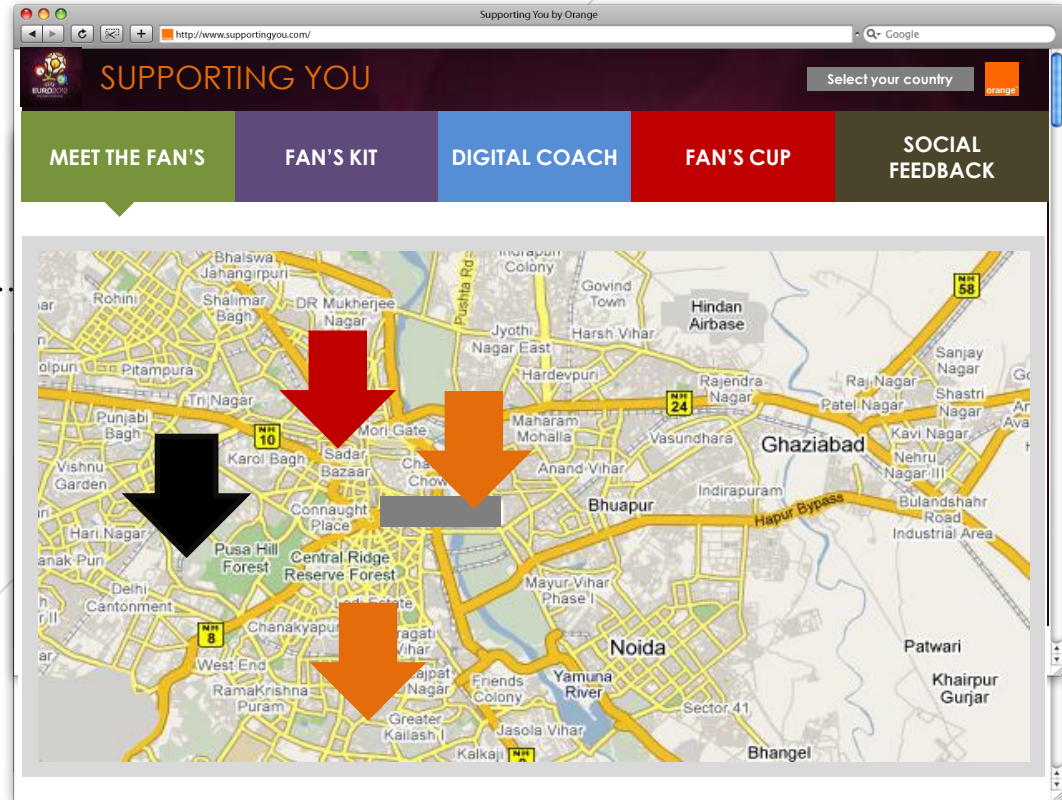
- Data-visualisation
- Text interview needed (SEO+accessibility)



# WEB-DOCUMENTARY SUPPORTER

## Wireframe

- Google map with best places
- Locate the key places of supporters to live his passion Bar, Stadium, Supporters Shop...*



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FAN'S CUP PLATFORM

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FAN'S KIT

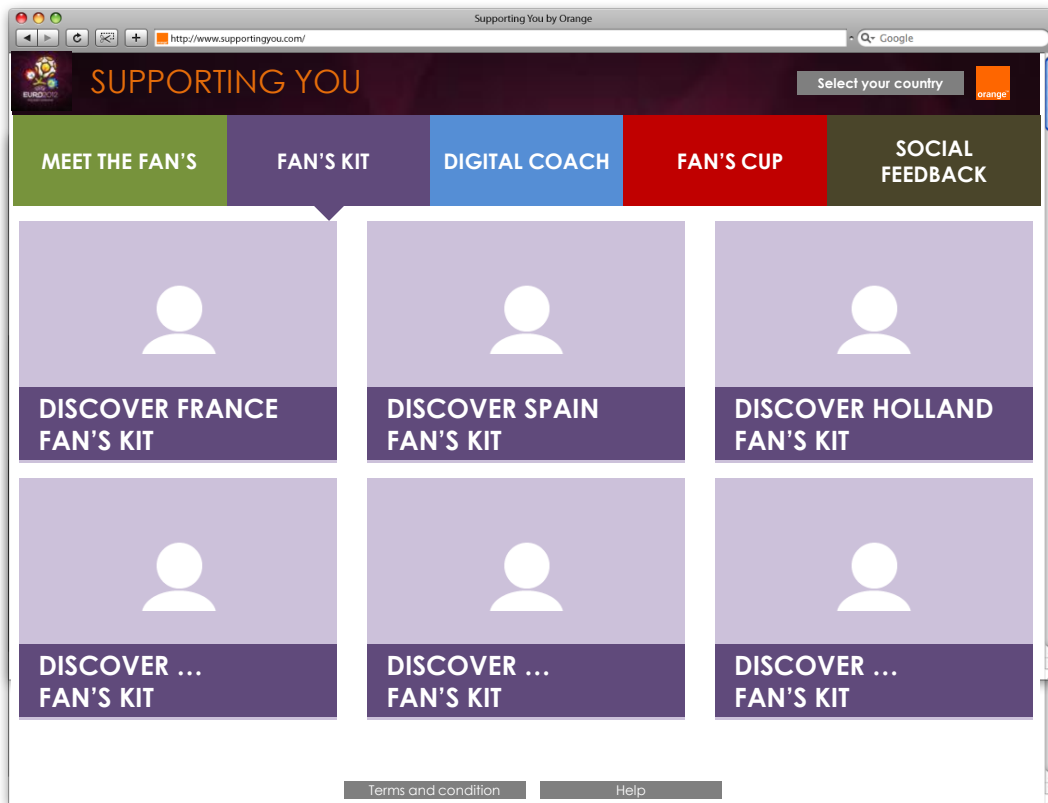
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BEFORE THE EURO

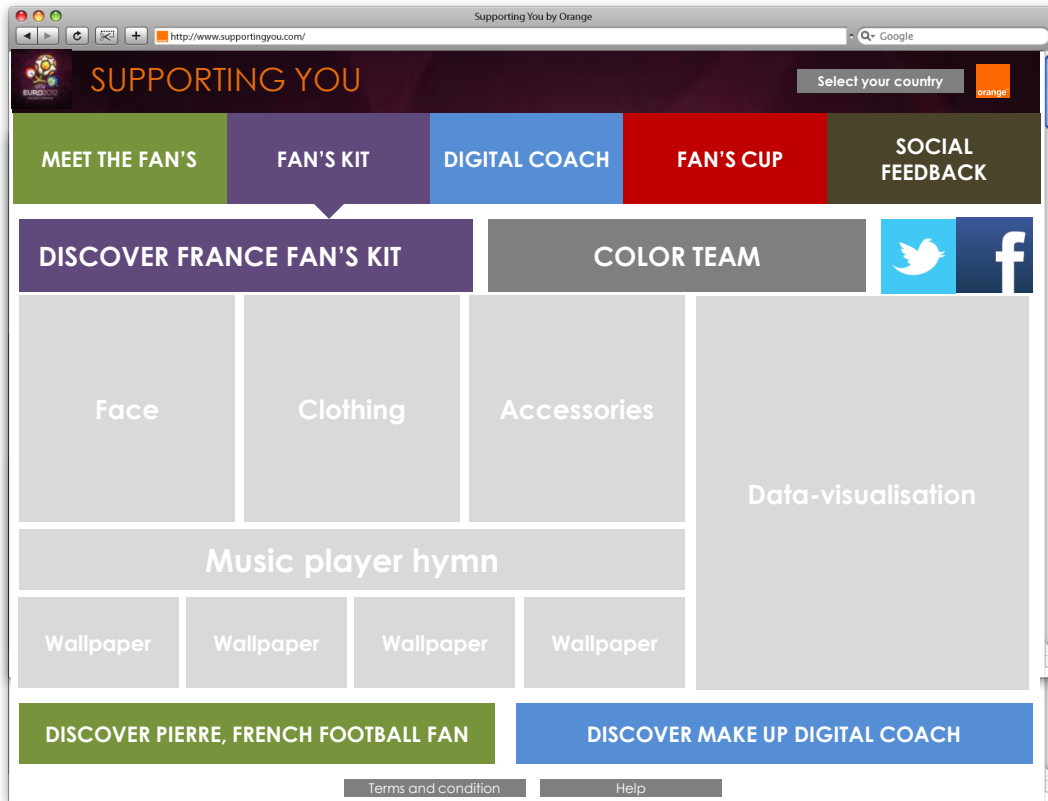
# FAN'S KIT



## Create fan's kit to 15 countries :

- Armenia
- Austria
- Spain
- France
- Luxembourg
- Moldova
- Poland
- Romania
- Slovakia
- Switzerland
- United Kingdom
- Italy
- German
- ...

# BEFORE THE EURO FAN'S KIT



## A fan's kit includes :

- Color team with flag
- Schema makeup of the head
- schema of the clothing of a fan
- Music fans like them to vibrate
- The wallpapers for their favorite colors represented
- And visualization of data on statistics of supporters in the country

## And internal links :

- Promote the fan's and colors
- Help users become fans and use technologies dedicated

# FAN'S KIT : DATA-VISUALISATION

## Data-visualisation

COLOR TEAM

Data-visualisation

### A fan's kit includes :

- Color team with flag
- Schema makeup of the head
- schema of the clothing of a fan
- Music fans like them to vibrate
- The wallpapers for their favorite colors represented
- And visualization of data on statistics of supporters in the country

### And internal links :

- Promote the fan's and colors
- Help users become fans and use technologies dedicated

## Example



VS.



ACTIVE FAN RATE: 1.7%



ACTIVE FAN RATE: 1.5%

TOTAL FANS:



13,239,362

TOTAL FANS:



14,069,874

ACTIVE FANS:

223,670



ACTIVE FANS:

209,206



# BEFORE THE EURO FAN'S KIT

## Example

The screenshot displays a web application interface for 'THE GREAT OUTFITTER'. At the top, there is a navigation bar with links for 'Gear', 'Team', 'News + Video', 'Experience', 'Test Ride', 'Company', 'Find A Store', and 'The Community'. On the right side of the navigation bar, there are links for 'Online Dealers', 'Shop Online', and a search bar. Below the navigation bar, the main content area is divided into three sections. On the left, there is a section for '19 JACKETS' with a carousel of five jacket images. Below the carousel, the product 'Puffaluffagus Jacket' is featured, with a description: 'So warm and dry you could probably wear it scuba diving off the coast of Siberia.' Below the description are several filter tabs: 'COLORS', 'WATERPROOFING' (GOOD, BETTER, BEST, ULTIMATE), 'WARMTH' (SHELL, LIGHT, MID, HEAVY), 'FIT' (TIGHT, TRADITIONAL, LOOSE), and 'COLLECTION' (THE WHITE COLLECTION). A 'CHANGE SPECS' button is located below the filters. In the center, there is a large hand-drawn sketch of a person wearing a hooded jacket and pants, labeled 'BLANK CANVAS'. A yellow speech bubble with the text 'GET TARTED' is positioned near the jacket. On the right, there is a section for '17 PANTS' with a carousel of five pants images. Below the carousel, the product 'Indecent Exposure Pant' is featured, with a description: 'Add a lil' flash to your slash. Just remember, you have to wear 'em to make 'em work.' Below the description are the same filter tabs as the jacket section. A 'CHANGE SPECS' button is located below the filters. The overall design is clean and modern, with a focus on user interaction and customization.

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FAN'S CUP PLATFORM

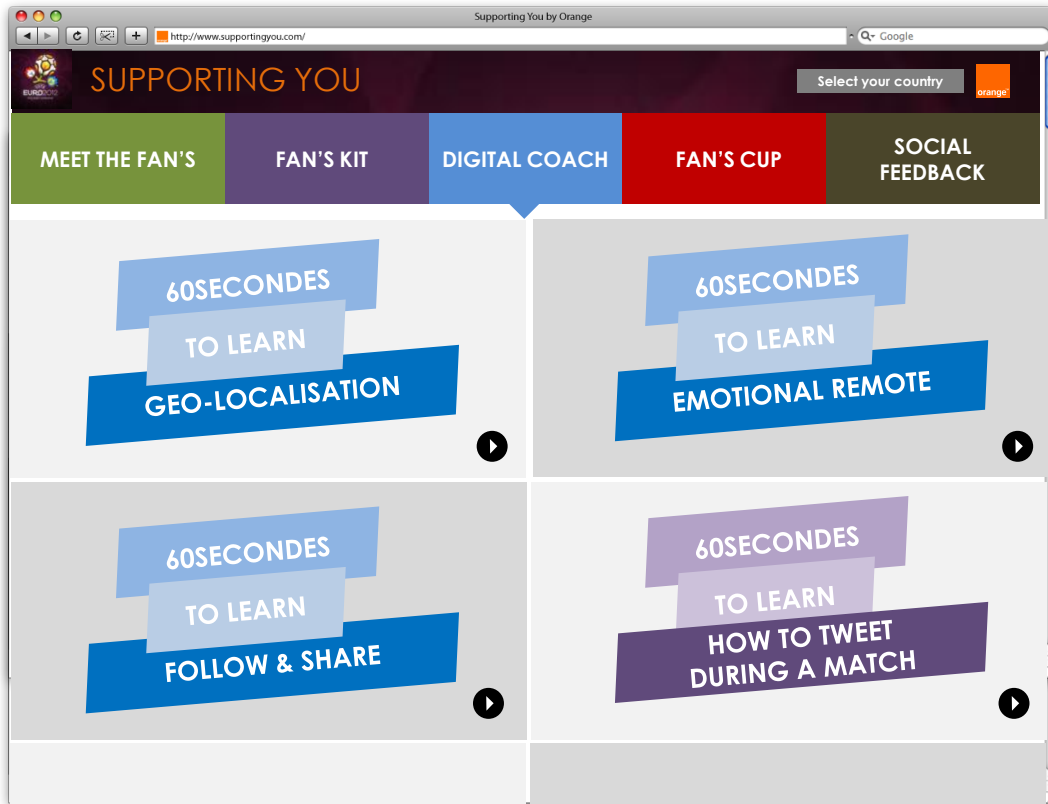
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# DIGITAL COACH

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# BEFORE THE EURO DIGITAL COACH



## CONTENT :

Create 60-second video tutorials for beginners

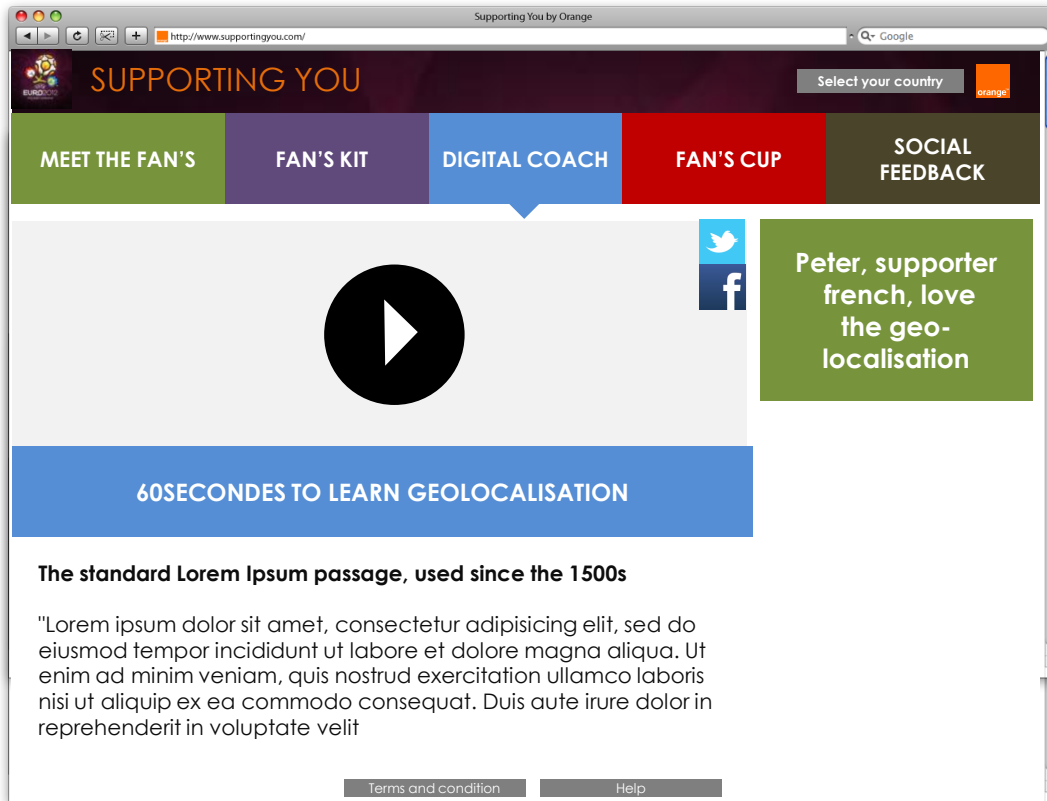
The content of the video should be simple, iconic graphics simple and comprehensible

## SUBJECT :

- Follow & share
- Geo-localisation
- Emotional remote
- Championship game
- Orange official app

# BEFORE THE EURO

# DIGITAL COACH : PAGE



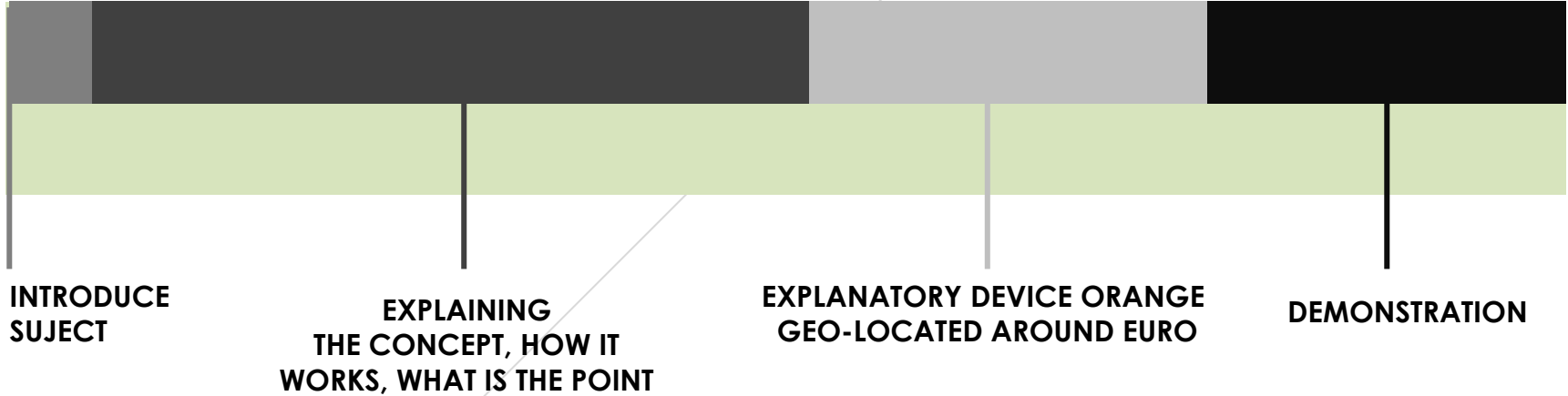
explaining video,  
a summary of the video,  
and links to other  
related content on the website

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# DIGITAL COACH : VIDEO

## Details of digital coach video

Duration approximately 60 secondes

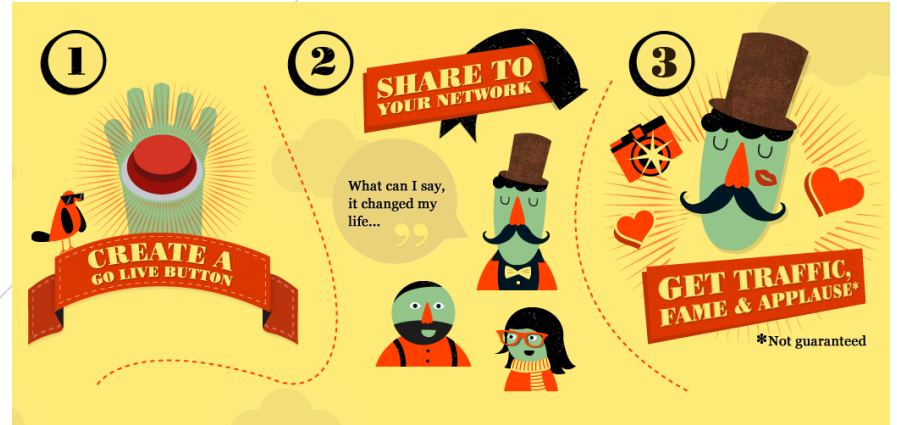




BEFORE THE EURO

# DIGITAL COACH : VIDEO

## Example



[http://lecollectif.orange.fr/mots-cles/60-secondes?xtmc=60-secondes&xt\\_npg=1](http://lecollectif.orange.fr/mots-cles/60-secondes?xtmc=60-secondes&xt_npg=1)

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FAN'S CUP PLATFORM

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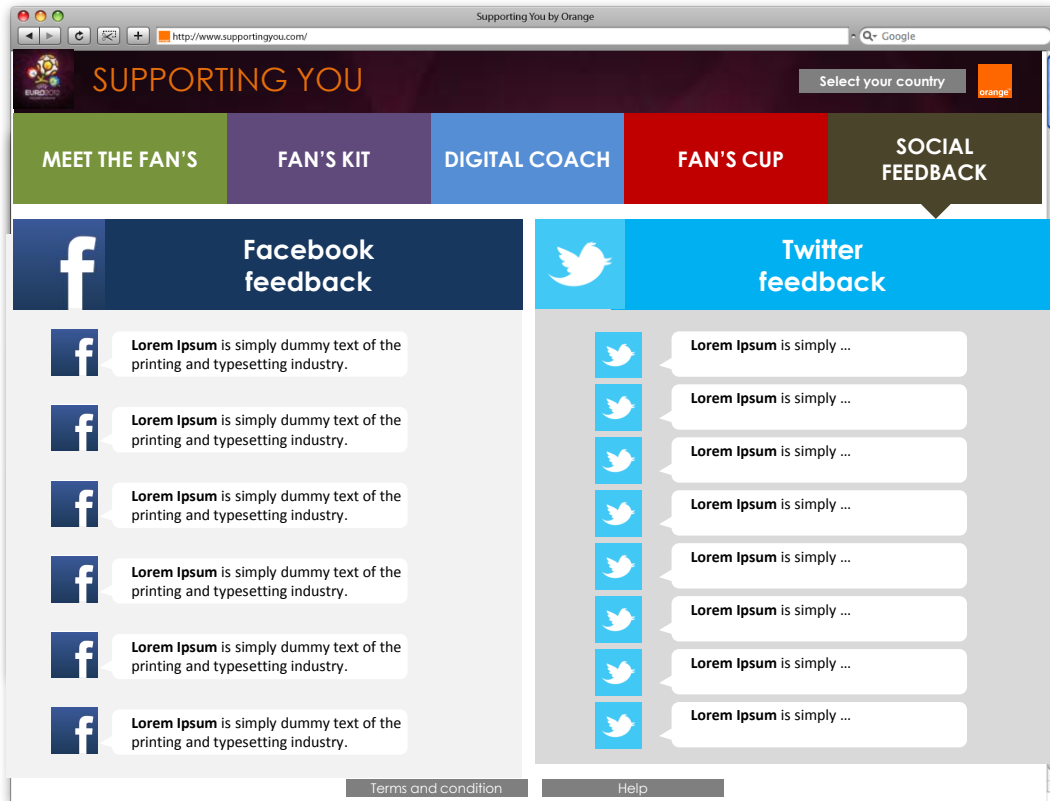
# SOCIAL FEEDBACK

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# BEFORE THE EURO

# SOCIAL FEEDBACK



Create an office wall with face book and twitter