The bola Project

Software Description

Unique countrywide, **Bola** is a digital library built to take care of all the fever surrounding football. Its mission is to:

- Cover sport news,

- Monitor matches,

- Produce and archive statistics.

Being an online directory, **Bola** plays the role of an operating system, allowing users to track and analyse the performances of both players and teams, increasing the excitement and the love of the Zambian Super League.

Designed for four types of users:

- Sports journalists

- Football Analysts

- Football Fans

- Advertisers

Bola is equipped with a fairly flexible *advertising system* that enables each account holder to edit the advert (Photo, Motto, Hypertext link) at their convenience. Bola brings new levels of engagement to sports journalists, fans, analysts, football managers and advertisers.

Needs

Bola is undoubtedly nothing without a team of accredited sports journalists and the skills of a qualified marketing team. Concretely this projects needs a team of sports journalists to own and administer the software. Also, a marketing team to promote and monetise the *advertising system*.

Circumstances and Context

This digital age of ours, has so many requirements. And, the country is full of sports shows, sports journalists, football analysts and fans with remarkable qualities and passion. Also, Zambia is full of betting companies and energy drinks manufacturers. Therefore, owing such a system can only further modernise and facilitate the work of the professionals and the passion of the amateurs.

Research shows that fans are interested in the integration of match data and analysis, and these insights will help them understand plans that coaches put in place and tell more stories about Zambia super league matches, providing fans a data-rich experience.

Moreover, there is no IT tool across the country that accompanies the National Football League. Both, sponsors and organizers are satisfied with minimal coverage, ignoring a certain number of elements such as statistics.

Finally, shops, betting and energy drink companies form a potential audience to **Bola** advertising system. Thus, this project has both financial and practical advantages.

Advantages

- To facilitate and modernise the daily work of sport journalists as their operating system;

- To keep track of football games fixtures and results;

- To keep track of players' performances and produce statistics;

- Real-time monitoring of matches;

- In-match statistics that provide a deeper understanding of the live action on the pitch;

- To increase the excitement and the love of the Zambian Super League;

It was about time to build a tool that accompanies the Zambian Super League. Football journalists, analysts and fans can finally claim to possess a tool that plays the role of the Bible (for references) in their profession and their passion. Fans will be able to access a range of match information instantly, whether they are watching from home or checking scores on their mobile devices.

Thanks to the included advertising system and its audience, **Bola** will be able to generate significant incomes if well managed. Made out of eight features, each one of them is actually a stand-alone advertising billboard.

This means, registered advertisers will simply sign in and manipulate the advert at their will. The home page is made out of four slides which are also advertising spaces built for sport magazines, websites, shops or shows from other television or radio stations.

Short term Goals

- Promote the system to football fans and teams;

- To build a database of subscribers;

- To make the system an essential source of statistics and a platform of football matches coverage.

Short term Goals

Long term Goals

Introduction of machine learning for more features such as live win probability and momentum tracker. Also, become the official provider of the National Football League on-screen live statistics.

The soul of the system is the large number of statistics it produces. Data intended for football coaches and analysts to strengthen their capacities in terms of analysing matches or teams. Access to this information is programmed to be subject to a paid subscription in future. The final long term goal starts with the building of a database for shops owners, then add the ability to sell and buy sport equipment online.

Business Model

The business model is mainly based on the sale of the13 advertising spaces. eight features, in other words eight packages for eight different advertisers. Some features have more advertising spaces than others. This simply means, one single advert, appears more than once in a particular feature.

Features

Bolas is made out of eight features:

A. Fixtures

B. Live

C. Table

D. Stats

E. Profile

F. Transfers

G. Stadium

1. **FIXTURES**

Timetable of football matches. Content organised in today's games, live games, plaid games and results. For every football game, there is a possibility of viewing the following data: the number of passes, assists, saves, corners, free kicks, fouls, shorts on target, hands balls, off sides, red and yellow cards. Lastly the score.

Information Provided:

- Teams

- Players

- Date and time

- Venue

- Officials.

2. LIVE

List of live games.

Information Provided:

- Scores

- Venue

- Teams and composition,

- Time and date

- Statistics.

3. TABLE

Standings of the current season.

Information Provided:

- Position;

- Number of games plaid;

- Number of wins, lost, draws;

- Number of goals scored and conceded;

- Goal difference;

- Points.

4. STATS

The ciborium of figures.

Information Provided

- Assists

- Attack

- Beams

- Ball recovery

- Corners

- Defense

- Dribble

- Editions

- Fouls

- Free kick

- Man of the match

- Off sides

- Penalties

- Player of the week, month and year

- Red and yellow cards

- Saves

- Scorers

- Tackles

5. **TEAMS**

List of teams qualified for the current season plus teams that have been relegated.

Information Provided

- city,

- players,

- stadium,

- nickname,

- coach and vice coach,

- sport director,

- fitness trainer,

- kits,

- president and vice president,

- owner

- brief history of club.

5. **TEAMS**

6. PROFILE

Detailed presentation of football players, including players who are not part of the Zambian Super League.

Information Provided:

- names,

- age,

- speed,

- status,

- height,

- salary,

- weight,

- position,

- game time,

- goal ratio,

- tournament,

- current club,

- goals scored,

- national caps

- picture

7. TRANSFERS

Reports of all the moves for the current season.

Information presented:

- manes of clubs buying and selling,

- date, type and cost of the transfer,

- duration of contract,

- player full name and position.

Information is organized into:

a) Loan: list of players that have been loaned;

b) Swap: list of players that have been swapped;

c) Buy: list of players that have been bought;

d) Free: list of players that moved for free;

e) All: list of all types of transfers combined.

8. STADIUMS

List of stadiums involved into the Zambian Super League.

Information Provided:

- names,

- pictures,

- location,

- history,

- capacity,

- tickets price

- GPS coordinates.