News Platform for Sports Fans

Sibedge has brought to life a media platform that is a technological link between the world of sports and its fans.

\ Background

STADIUUM is an Australian startup that created a unique media platform for the sports industry representatives interaction with their fans. On the STADIUUM platform representatives of the sports industry publish current news. And sports fans, after registering on the official website and setting up an individual news feed, get access to the latest information about their favorite athletes, teams, games and championships.

\ Challenge

STADIUUM experts created a vision for the future platform. However, the company's own development forces were not enough, so they had to resort to finding a third-party team. Several factors were important here.

Sibedge was chosen for two reasons. First, the client and the dedicated team are located in the neighboring time zones, and our developers are located in the same office, which is very convenient. Secondly, the client was very impressed with the thorough analysis from Sibedge experts during the bidding stage.

STADIUUM
G R O U P

Industry
Entertainment

Location
Australia

Key points

- We have found an alternative technical solution for the platform.
- We have made the project flexible and easily scalable.
- We have brought a unique design to life.

Team
1 — Front-end
1 — Back-end
1 — UI/UX Designer
1 — Analyst
1 — PM
1 — PMA

Duration
November 2019 – February 2020

Technologies
Laravel, PHP, React, Figma.

\ Approach

Communication with Stadiuum was based on the following principles:

Quality communication	Transparency of processes	High delivery level	High level of trust

Initially, it was intended to implement the news platform using the popular WordPress solution. After careful study of the project documentation, Sibedge experts came to the conclusion that WordPress would make it difficult to implement some of the ideas that the client wanted to see in the final version of STADIUUM. A different approach was needed.

The client was suggested to have the back-end component of the platform in Laravel PHP framework, and the front-end in React. This would solve most of the flexibility issues. It would be much easier and cheaper to maintain, update, and scale a platform based on the selected technologies. The offer was met with enthusiasm, so WordPress was eventually cast aside.

A special feature of the project was the unique design of the platform, which the client treated with extra care. In the course of development, we used Figma online-service, that demonstrated the client a working prototype of the system and helped make the right decisions to improve it. Platform transfer to a new framework and implementation of new features took 4 months.

Sport Fan or Sport Business, it doesn't matter which You are the U in STADIUUM
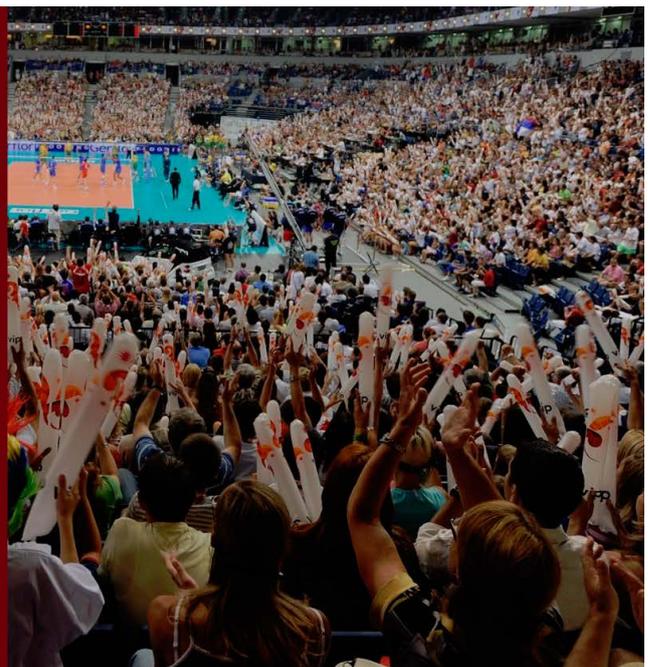
\ Result

The STADIUUM platform provides sports businesses with access to a convenient platform for publishing news and entertainment content, and sports fans – with full control over the information they need. The system includes among other things:

- Personal account for the fans, where you can set up your own news feed;
- Personal account for businesses, where posting rules can be set and materials can be edited;
- Convenient tool for viewing news, videos, sports analytics, and other content.

The platform continues to develop and acquire new features. In the future, it is planned to add to STADIUUM the ability to aggregate news, when up-to-date information will be automatically pulled from the largest sports sites and social networks, as well as the ability of users to conduct their own authors' columns on the website.

Fanstream Zone News

A river of sports news, video & imagery; provided by fans, for fans. Through sharing or uploading content into your Fanstream Zones, it then becomes part of the STADIUUM content ecosystem, to be discovered and enjoyed by fans everywhere.

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