

# iBreatheSports Inc.

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# Mission

- Bring the best of web and mobile technologies to sports enthusiasts worldwide.
- Provide an unparalleled gaming experience through a socially interactive system.
- Use Crowd Sourcing to deliver the most relevant and talked about content to our audience.

# Current Technologies:

## **Server Information**

### **P3P Policy**

The Platform for Privacy Preferences Project (P3P) enables Websites to express their privacy practices in a standard format that can be retrieved automatically and interpreted easily by user agents.

### **Apache**

Apache has been the most popular web server on the Internet since April 1996.

## **PHP Content Management System**

### **Joomla!**

Joomla! is a Content Management System and Web Application Framework.

# More Current Technologies:

## **XHTML Transitional**

ibreathefootball.com/ncaa-coll... claims XHTML Transitional status (check). XHTML 1.0 Transitional is the same as HTML 4.01 Transitional, but follows XML syntax rules. It supports everything found in XHTML 1.0 Strict, but also permits the use of a number of elements and attributes that are judged presentational, in order to ease the transition from HTML 3.2 and earlier. These include center, u, strike, and applet.

## **Cascading Style Sheets**

Cascading Style Sheets (CSS) is a stylesheet language used to describe the presentation of a document written in a markup language. Its most common application is to style web pages written in HTML

## **Meta Robot**

This page contains a meta robots tag which tells search engines and robots to index or not index the page.

## **Meta Keywords**

Meta tag containing keywords related to the page.

## **Meta Description**

The description attribute provides a concise explanation of the page content.

# Even More Current Technologies:

## **Javascript Libraries**

### **Facebook for Websites**

Allows a user to make a website more sociable and connected with integrations from the hugely popular Facebook website.

### **JQuery**

JQuery is a fast, concise, JavaScript Library that simplifies how you traverse HTML documents, handle events, perform animations, and add Ajax interactions to your web pages. jQuery is designed to change the way that you write JavaScript.

### **Fancybox**

FancyBox is a tool for displaying images, html content and multi-media in a Mac-style "lightbox" that floats overtop of web page.

### **MooTools**

MooTools is a compact, modular, Object-Oriented JavaScript framework designed for the intermediate to advanced JavaScript developer. It allows you to write powerful, flexible and cross-browser code with its elegant, well documented and coherent API.

### **Lytebox**

Lytebox provides a popup box that appears to hover of a shadowed background. Similar to thickbox and lightbox without the requirement of prototype or jquery.

### **jQuery UI**

jQuery UI provides abstractions for low-level interaction and animation, advanced effects and high-level, themeable widgets, built on top of the jQuery JavaScript Library, that you can use to build highly interactive web applications.

# When does it end?

## **Analytics and Tracking**

### **Google Analytics Asynchronous**

Google Analytics Tracking Code which loads asynchronously.

## **Advertising**

### **Google AdSense**

A contextual advertising solution for delivering Google AdWords ads that are relevant to site content pages.

### **Content Delivery Network**

### **AJAX Libraries API**

The AJAX Libraries API is a content distribution network and loading architecture for the most popular, open source JavaScript libraries.

## **Widgets**

### **Facebook Activity Feed**

Similar to a Facebook wall, it shows activity taking place on your site,.

### **Facebook Comments**

Allows users to comments on a sites content and share that on their Facebook wall and streams.

## **Javascript**

JavaScript is a scripting language most often used for client-side web development. Its proper name is ECMAScript, though "JavaScript" is much more commonly used.

## **Content Style Type**

W3C Recommended defintion of the type of stylesheets used in a document.

## **Encoding**

### **UTF-8**

UTF-8 (8-bit UCS/Unicode Transformation Format) is a variable-length character encoding for Unicode. It is the preferred encoding for web pages.

# User Experience

```
graph TD;
    UX[User Experience] --> Visitor[Visitor];
    UX --> RegisteredUser[Registered User];
    Visitor --> VisitorInfo["Conglomerated Information on Favorite Sport:  
- Latest News  
- Transfer Stories  
- Media Gossip"];
    RegisteredUser --> RegisteredUserInfo["Conglomerated Information on Favorite Sport  
  
myTeam™"];
    style Visitor fill:#d9e1e2;
    style RegisteredUser fill:#d62728,color:#fff;
```

## Visitor

Conglomerated Information on Favorite Sport:

- Latest News
- Transfer Stories
- Media Gossip

## Registered User

Conglomerated Information on Favorite Sport

**myTeam™**

# myTeam™

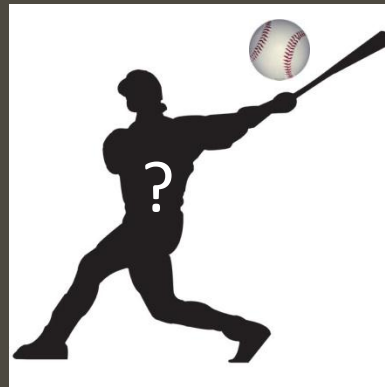
**Goal:** We are building a sports network on a social platform, allowing people to connect through their favorite sport(s).



Basketball



Soccer



Baseball

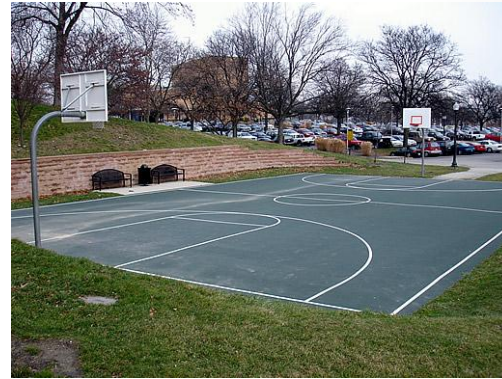


American  
Football





**Basketball**

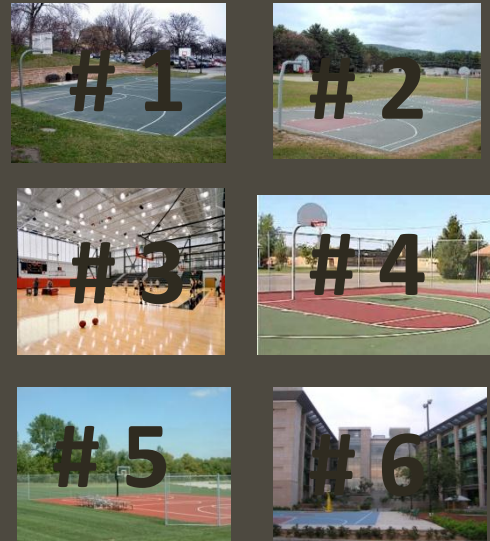
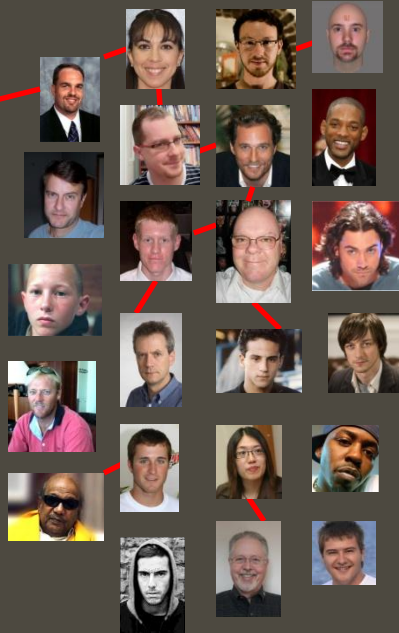


**Location # 1**

**Current State**



**Basketball**



**Future State**

iBreatheSports Profile Containing:

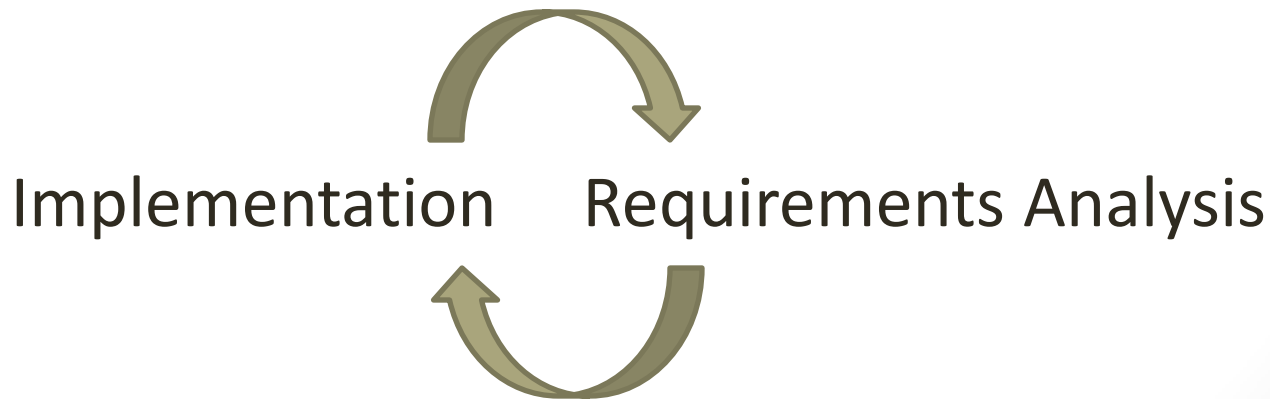
- Points Scored
- Assists
- Rebounds
- 3PTM

# What are the gaps?

- User Experience Design – Mobile/Web/Widget
- myTeam Requirements Analysis, System Architecture Design, UI Layout, Development, Testing
- Using Cloud Infrastructure to advance system scalability, availability, content delivery, and security

# Proposal

- 1-2 weeks: Research, Functionality Requirements Analysis, Technical Requirements Documentation
- 3 weeks in: System Design Complete, Role Assignment, Sub-groups, Task Assignment
- 4-7 weeks in:



# Proposal

- 7-9 weeks in: Prototype Testing, Bug-fixing, Documentation
- End of Spring Quarter:

**GO LIVE BABY!**



iBreatheFootball.com



# Features: Latest News Aggregator

Intelligent Article Generator

Content Based  
Related Videos

Thursday, 06 January 2011 00:40

David Moyes feels Everton at last proved they can compete with the best after a thrilling win over Tottenham Hotspur.

[Read Full Article](#)

Related Videos (BETA):





# Features: Front-End Content Management

TinyMCE Text Editor

The screenshot displays a rich text editor interface. At the top, there are 'Save' and 'Cancel' buttons. Below them is a toolbar with various text and image editing tools. The main content area shows a news article snippet: 'David Moyes feels Everton at last proved they can compete with the best after a thrilling win over Tottenham Hotspur.' followed by a 'Read Full Article' link. Below the article is a 'Related Videos (BETA):' section featuring a video player with an 'EXCLUSIVE' watermark. At the bottom, there is a 'Publishing' section with a 'Path:' field and several buttons: 'Image', 'Pagebreak', 'More...', 'Insert Tabs', 'Insert Code', 'Insert Slides', 'Insert Module', 'JComments ON', 'JComments OFF', and 'Toggle editor'. Below these are form fields for 'Section:' (set to 'Articles'), 'Category:' (set to 'EPL News Articles'), 'Published:' (radio buttons for 'No' and 'Yes', with 'Yes' selected), 'Show on Front Page:' (radio buttons for 'No' and 'Yes', with 'No' selected), and 'Author Alias:'.

jQuery Plug-ins



# Features: Facebook Plug-ins

Facebook  
(Like, Share, Activity Wall)

Facebook Comments

The screenshot displays a Facebook interface. At the top is a video player showing a football stadium with the text 'Dim lights Embed <object type="application/x-sho'. Below the video is a 'Like' button and the text 'Be the first of your friends to like this.' A comment box contains the text 'Add a comment...' and has input fields for 'Name' and 'Email', along with a 'Log in' button and the text 'Log in to Facebook to post your comment'. Below the comment box is a 'Post' button. The bottom section shows a list of comments from users: Joao Catela (26 December 2010) with the text 'i love football... i love this website'; Pedro Becerra Cardona (24 December 2010) with the text 'Breathe what you love! IBF'; Sara Afonso Azevedo (24 December 2010) with the text 'Hi! This is the greatest site I ve ever seen!'; and Rohan Mulherji (22 December 2010) with the text 'wooooooowwwssssshhhhhh'.





# Features: Video Gallery

Channel Guide,  
Playlists, Groups

Most Popular, Being  
Watched Now

Navigation: Videos | Categories | Groups | Upload | Search...

Links: Pending Approval | Reported Videos | Reported Groups

Links: Your Videos | Your Favourites | Your Groups | Your Group Membership | Create New Group

### Being Watched Now

### Most Viewed

- Champions-Side Skills #3 (0 Views)
- Lionel Messi -... (0 Views)
- David Villa - Spanish... (0 Views)
- FC Barcelona vs Real... (0 Views)

### Recent Videos

Recent Videos

- Champions-Side Skills #3**  
7 Views  
Category: Spanish La Liga  
Hooligan
- Lionel Messi -...**  
5 Views  
Category: Spanish La Liga  
Hooligan
- David Villa - Spanish...**  
2 Views  
Category: Spanish La Liga  
Hooligan

FC Barcelona vs Real Sociedad Spanish La Liga Watch Highlights Online

### Most Popular

- Champions-Side Skills #3 (0 Views)
- Lionel Messi -... (0 Views)



## Expanding to Different Sports





Live Demo

**iBreathe** **Football** Beta  
.com



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