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WEBSITE FOR PELIMANNIT RY

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ABSTRACT

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This thesis was conducted for a floorball association Pelimannit ry. The association was in need of a website in addition to their social media channels. The commission was to create a website that would serve as an information tool for their fans and also give visibility for their possible future sponsors. The goal of this thesis development process was to create an informative, clear, social media integrated mobile responsive website.

This thesis introduces the most important web technologies that are needed when creating a website, some most commonly used content management systems which are helping to manage websites and social media as a part of a website. This thesis describes also the creation process of the Pelimannit's website.

As an outcome of this thesis development process Pelimannit ry got a working mobile responsive website with integrated social media channels. The website was built on content management system WordPress which assures that in the future the association can easily update and administrate their website by themselves.

Keywords: Website, social media, responsive web design, content management system, WordPress

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1 INTRODUCTION

This thesis introduces a website creation process for a floorball association Pelimannit ry. Floorball is an indoor ball game where two teams are trying to score more goals than their opponent to win the game. Field players are using sticks to get the ball in other team's goal. One team can have five players and goalie at the same time on the field. A team usually has 15-20 players. The field size is 40 x 20 meters and it is rounded by a 50 cm high rink. In Finland floorball is a popular ball game, it has over 50 000 registered players in Finland, only football and ice-hockey have more registered players than floorball. (floorball.fi 2015, date of retrieval 20.9.2015) Pelimannit is currently playing in an amateur league in Oulu but in the future they aim to compete in 5. Division of Finnish Floorball Federation's league. The association was founded in 2013 and from since it has been active on social media. After couple of years running the association Pelimannit were willing to take next step and have also their own website. The purpose of this development task was to give more information about the association for people all over the world. The website will help the association to increase their fan base and have more sponsors for cutting the annual expenses. A website is a good way to give more information than Facebook page or Twitter account by oneself. The website will give more detailed information about the association, e.g. players, games and upcoming events.

Commissioner of this thesis was Pelimannit ry. Commissioner's requirement was that the website should form a decent wholeness. The website should have good looking, clear and informative design without too much or miscellaneous content. Properly integrated social media channels and mobile responsiveness were also important factors when designing the website. It was decided that the website should be ready before the season 2015-2016 gets started. This thesis first describes the theoretical background of web technologies, content management systems and social media. Those were the essential tools that were needed for building a properly working and easy to use website for the commissioner. After the theoretical part comes the report which introduces how the website for Pelimannit ry was created. The report describes the development process of Pelimannit website. The website creation is introduced step by step one page at the time. The development process has been divided in different parts where each part has been described under its own heading. At first the

commission and start of the website creation is introduced. After that pages of the website are introduced. The pages are front page, team page, games page, articles page, statistics page and contact information page. Each page of the Pelimannit website has its own section in this report which allows the reader to build a clear picture about every page and the website as a whole.

The report section also presents all the plugins that the website uses, the website's mobile responsiveness and social media integrations. Social media integrations are usually made with plugins and therefore social media and plugins form one section in this report. Mobile responsiveness deserves to have its own section in the report because it has been the part that has been the most challenging task during this thesis process. After the report some conclusions of this thesis development process have been drawn.

2 WEB TECHNOLOGIES

2.1 HTML

HTML (Hypertext Markup Language) is a markup language which uses tags to represent the structure of a text and design. HTML was developed for making web pages. HTML is the ground of the web page. Browser usually expresses web pages so that first it reads the HTML document and afterwards it attaches other documents based on references in HTML document. Knowing HTML is necessary for everyone doing their web pages. One can get complete benefit from HTML only if one knows fundamentals of HTML properly. One important feature of HTML is its setup independency. HTML documents are readable in every computer and in every operating system. For making web pages HTML is also setup independent which means that one can produce web pages with all kinds of computers. HTML's easiness to use has made it so strong and because of its simple structure and free website software almost everyone can publish their own website without education or expensive machinery. (Korpela & Linjama 2004, xxii, 95, 96.)

The most recent version of HTML is HTML5. Its development started in 2007 and in 2008 the first HTML5 public draft was released by the World Wide Web Consortium (W3C). The W3C HTML5 recommendation was released on 28. October 2014 and HTML5 became a standard. (w3schools.com, date of retrieval 6.8.2015) HTML5 introduced several new technologies including such as new HTML elements, Geolocation APIs, Drag-and-drop APIs, Local data APIs, Forms 2.0, Video and audio support, SVG and Canvas graphics, CSS3, Two- and three-dimensional animation and Javascript 2.0. (David 2013, xiii.) "Unlike earlier improvements to HTML, the new HTML5 specifications are taking a much broader look at what is needed to support website development and programming for the next decade and beyond." (David 2013, 8.)

2.2 CSS

Traditionally HTML markup language represents the structure and content of a document whereas a style of the page is defined in a separate CSS (Cascading Style Sheet) file. One

can define appearance of the HTML document's elements in the style sheet. For example changing font size or color can be done in the style sheet. (Peltomäki & Nykänen 2006, 260.) Even though CSS is used to style web pages it can also be used to style XHTML and XML markup. Knowing CSS is important for a Web designer because with CSS designer can influence the entire appearance of a website. However, mastering the CSS is not so easily done because there is so much to learn. Challenge of the CSS is its ability to cascade and combine properties. Eventually learning the CSS will pay off and one is able to do more and more things with one's website. (About.com, date of retrieval 5.8.2015) The latest version of the CSS is CSS3 (CSS level 3). It has been built on its predecessor CSS 2.1 module by module. When one module is ready it will be added in to the existing system CSS 2.1. From now on all new modules will be levelled independently. This means that some module can reach level 4 before some other has not reached level 3 yet. (W3C 2011, date of retrieval 6.8.2015)

2.3 JavaScript and jQuery

JavaScript (JS) is a programming language that can be used in multiple platforms and purposes. JS is a flexible browser scripting language. It can be executed in the web page or in the browser plug-in. "When used in a browser, JavaScript is considered an interpreted language. This sets it apart from other programming languages such as C++, a compiled language." (White 2009, 5) JS can be also used as a server-side scripting language when generating web pages or when building a desktop widget. It is important to think when to use JavaScript in one's web page. JS's purpose is to make applications easier for the users not to cause problems for them. For writing a JS application one needs only a text editor and a web browser. (White 2009, 1, 4, 5, 7, 11, 12, 17.)

jQuery is a JavaScript library. jQuery makes writing JS easier because it is a collection of JS codes that can be included in any project. jQuery provides solutions for most common problems and tasks faced with JS. With jQuery it is easy to accomplish different things by writing just a couple lines of code. jQuery is easy to learn because it uses HTML-markup and CSS selectors that one already knows. With jQuery one can have readymade scripts for creating tooltips, slideshows etc. jQuery is an open source project so it is free for anyone to

use. Because of its openness the jQuery community is constantly improving and updating the library and solving problems that other users have. (MacLees 2012, 7-10.)

2.4 PHP

“PHP is a scripting language that’s usually embedded or combined with the HTML of a web page. When the page is requested, the web server executes the PHP script and substitutes in the result back into the page.” (Williams & Lane 2004, 16, 17.) Learning PHP allows one to create pages that can change or contain changing content originated from a database or user input. A PHP script can be written either using plain text or with specially designed PHP programming editor. PHP is the most used web scripting language. There are some reasons that make PHP more popular web scripting language than others. One reason is that it is an open source language so community can maintain and develop it without commercial regulation. PHP is also flexible for integration with HTML and it is suited to complex projects. PHP is also fast at running scripts and it is platform- and operating-system portable. (Williams & Lane 2004, 8, 9, 16, 17, 18, 19.)

2.5 MySQL

MySQL is an open source relational database management system which is based on SQL (Structure Query Language). SQL can be used for altering the information in the database. MySQL allows a website to include pages that can access information from the database. Websites using MySQL are usually introduced as database-driven websites. Often websites that use MySQL are also using PHP scripting language to access information from the database. The PHP/MySQL combo is a popular choice for websites having database because they both are free to download and use. (Techterms.com 2007, Date of retrieval 10.8.2015)

Some of the important features found in MySQL are; Scalability, Portability, Connectivity, Security, Speed, Ease of use and Open-source code.

- **Scalability**, scalability of MySQL comes from its ability to handle large databases. Several big organizations such as Google and Yahoo! are using MySQL.

- **Portability**, MySQL is portable. It can be run with different operating systems such as Unix, Linux, Windows, QS/2, Solaris and MacOS. MySQL is also capable of running on different architectures.
- **Connectivity**, MySQL's connectivity is solid. MySQL can be accessed from anywhere on the Internet and multiple users at the same time. MySQL also supports several programming languages such as C, C++, Perl, PHP, Java and Python.
- **Security**, MySQL has a strong security. It is included with a powerful system to control access to data, different users have different level of access to information.
- **Speed**, Speed is one advantage of MySQL. Time to respond to a request for data is on the same level or even better than many commercial databases have.
- **Ease of use**, MySQL is easy to use, its easiness to install and implement secure that user can have database running only minutes after downloading the files.
- **Open-source code**, MySQL source code is available for everyone to download and use. This allows users to participate in reviewing, testing and developing the code. (Sheldon & Moes 2005, 8.)

2.6 Responsive web design

Responsive web design (RWD) “allows a website to respond or adapt to a different viewport size, smaller or larger, without your having to set a specific domain/subdomain for people using mobile devices. The look and feel of the website can be maintained as to have similar experiences across different device sizes. This is possible with the use of viewport meta tag and CSS3 media queries.” (Firdaus 2013, 1.) Responsive web design can be divided into parts. The first part is the usage of a fluid grid. Fluid grid is based on a traditional liquid layout but it goes little bit further than that. The fluid grid layout is based on proportions which means that when the layout's size is changing the elements in the layout are resizing themselves in relation to another elements (see Figure 1). Fluid grids are an important factor when designing responsive pages but there can be also some pitfalls with it especially when working on a small

screen sizes. The second part of responsive web design will help with this problem. The second part of responsive design is media queries (CSS3). CSS3 media queries allows a website to collect a data about the visitor and use it to apply CSS styles. With media queries one is able to apply specific CSS styles if the browser window goes smaller than some particular width that one has specified. (Treehouse.com 2012, date of retrieval 19.10.2015)

When designing a responsive website one should not start building it from the scratch but instead one should use some already made framework. There are already a few frameworks for building responsive websites. One should choose a responsive framework because it saves time, it has an active community to help when problems appear, it is a cross browser compatible and it also has a documentation from where developer can see what the framework's different sections are meant for. One popular framework is called Bootstrap which was originally built by Mark Otto. Bootstrap was first build for internal use in Twitter but it has grown to be a popular responsive framework for websites. (Firdaus 2013, 1, 4.)

Another strategy to approach the web design is called a mobile first design. Responsive web design starts the design process from the large screen size and then goes into a smaller one's step by step but the mobile first design does it vice versa. Mobile first design is becoming more and more popular and for example Google announced in 2010 that they are going to approach all upcoming web design projects mobile first. There are over 1.2 billion mobile web users in the world and e.g. in the U.S. 25% of mobile web users are using the web only with their mobile devices. One factor that favors also mobile devices revolution is that different mobile apps have been downloaded over 10.9 billion times. These numbers are proving that the responsive web design and the mobile first design will soon become a standard when designing a website. (Codemyviews.com, date of retrieval 19.10.2015)

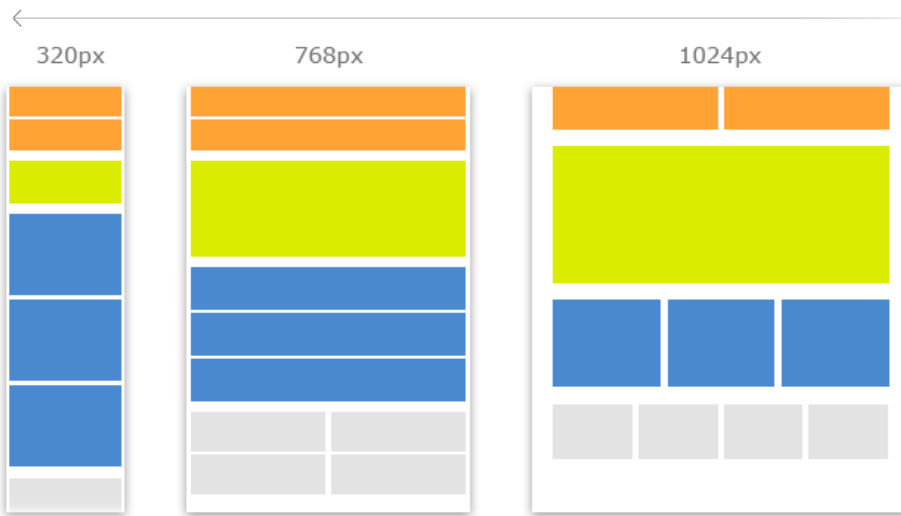


Figure 1. Website's layout in different screen sizes.

3 CONTENT MANAGEMENT SYSTEMS

A content management system (CMS) is a system which task is to handle the content of a website. CMS consists of two different parts. One part is the content management application (CMA) which task is to make creating and editing a website possible for the end-user. Another part is called content delivery application (CDA) which takes care of bearing the information to the website. (TechTarget 2011, date of retrieval 11.8.2015)

3.1 WordPress

WordPress (WP) is a modern personal content management system (CMS). WordPress is an open source software which means that anyone is free to download, use and change it. WP is focusing on decent esthetics, web standards and good usability. At first WP was only a blogging system but after years it has grown to be a content management system.

(WordPress.org 2015a, date of retrieval 11.8.2015) WordPress is the most popular content management system in the world with over 140 million downloads. Over 40% of all CMS running websites are using WP. WP has more plug-ins and themes available than other content management systems. One downside of a WordPress is that if the website grows too big it may need to have more powerful server to run the page. After all WP possibly is the most suitable CMS for a beginner to build a website or a blog. (WebsiteSetup.org 2013, date of retrieval 11.8.2015) When starting to use WordPress one can choose between a self-hosted WP platform and a commercial website WordPress.com. WordPress.com is a website where user can easily sign up for a free blog site. WordPress.com is a good service for those who do not need so much flexibility with their blog or website. The self-hosted WP offers more features and is more editable for those who need more adjustability. If choosing self-hosted WP one needs to have a web server where to install it. (Scott 2012, 2.)

3.2 The most popular WordPress plugins

A plugin is a program which improves user experience on a WordPress. Plugin has been made for some specific need to add functionality to a WP site. Nowadays there are over 30 000 WP plugins from which you can find the most suitable plugin's for your website.

(Search Engine Journal 2014, date of retrieval 12.8.2015) There are 16 plugins in WordPress that have over one million active installs at this moment. Let's take a look on five of them. Chosen plugins are Google Analytics by Yoast, Contact Form 7, Google XML Sitemaps, NextGEN Gallery and Akismet. (WordPress.org 2015b, date of retrieval 12.8.2015)

- **Google Analytics by Yoast** is a plugin which gives you an ability to track your website easily. You can track how many visitors you have on your website and where are they coming from. The advantage of this plugin is that it can give more detailed information than others such as tracking error pages, outbound clicks and downloads. (Yoast.com, date of retrieval 12.8.2015)
- **Contact Form 7** is a plugin for creating contact forms to your website. This plugin allows the user to manage multiple contact forms and customize them easily with simple markup. The plugin has been translated into over 60 languages. (WordPress.org 2015c, date of Retrieval 12.8.2015)
- **Google XML Sitemaps** plugin will generate a special XML sitemap for a website which makes it easier to search engines like Google, Yahoo and Bing to index that website. This plugin is a necessary tool when planning a Search Engine Optimization (SEO) campaign. (Search Engine Journal 2014, date of retrieval 12.8.2015)
- **Next GEN Gallery** is the most popular WP gallery plugin. It has been downloaded over 12 million times. With this plugin you can upload and manage your images, you can also create, edit and manage your own galleries. You can have several gallery types and you are able to add watermarks to your pictures. This is one of the most popular WP plugins of all time. (Wordpress.org 2015d, date of retrieval 12.8.2015)
- **Akismet** is a plugin which looks up spam from comments of your blog post. Akismet will send you a notification every time a spam has been caught. The plugin also clears your blog from the spam. Akismet has been translated into over 40 languages. (Wordpress.org 2015e, date of retrieval 12.8.2015)

3.3 Drupal

“Drupal is a modular framework written in the PHP scripting language that contains a CMS, a module system, and an API for rapid development of websites and web applications.”

(Redding 2010, 2.) Drupal was released in year 2001 by Dries Buytaert. Buytaert made the software free for everyone to use and it has tempt numbers of developers and users to improve Drupal. Drupal has one of the largest open source communities in the world.

(Redding 2010, 2.) Drupal is the second most popular content management system right after WordPress. Drupal has highly capable platform and it is less resource demanding than WP's platform. Because of so powerful content management system it is highly recommended that user of Drupal would have at least some knowledge about HTML and PHP.

(WebsiteSetup.org 2013, date of retrieval 11.8.2015)

3.4 Joomla

Joomla was released in 2005 and it has over 30 million downloads. Top websites that among others use Joomla are Harvard University and The Hill newspaper. Joomla works best when it is used for e-commerce or social networking sites. Joomla is a bit of a compromise between earlier two content management systems WordPress and Drupal. Even though Joomla is a powerful CMS it does not require too much technical experience like Drupal. Some reasons why people choose Joomla are its social networking possibilities which have been made it very easy to adopt, commerce sites that are easier to build up than with WP or Drupal, great portal for asking help and because it is an open source software. (WebsiteSetup.org 2013, date of retrieval 11.8.2015)

4 SOCIAL MEDIA AS A PART OF A WEBSITE

4.1 Social media

“Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.” (WhatIs.com 2015, date of retrieval 17.8.2015) The most popular social media platforms are Facebook, Twitter, Instagram, Tumblr, LinkedIn and Pinterest. Facebook is a social platform that creates an opportunity for user to communicate with friends and communities. Facebook can be a powerful advertisement area where one can promote internal pages or external websites of their brand for example. Twitter is a “microblogging” platform. In Twitter users can send 140 character long messages to communicate with other users. Twitter allows users to follow other users without any approval or confirmation. With use of Twitter’s hashtags it is possible that one can reach a huge audience with one’s message. Instagram is a photo sharing application which can be integrated with other social media like Facebook. Tumblr is a blogging platform which gives flexibility for blogging with some social features like re-blogging, replying and liking posts. LinkedIn is a professionally-oriented social media. With LinkedIn users can find a job and broaden their network. For companies LinkedIn offers a way to offer a job and build their reputation. LinkedIn is a communication tool between professionals and between Business-to-Business interactions. Pinterest is a content sharing platform for individuals and for brands. Pinterest is especially a visual tool. (Rebel.com 2015a, date of retrieval 17.8.2015)

4.2 Integrating social media with a website

Integrating social media with a website is a beneficial way to reach and engage wider audience for your purpose. When integrating social media on a website it is important to use some of the most popular social media platforms which were mentioned in the last chapter. Facebook can be integrated by using widgets and plugins. Facebook plugin allows visitor of the website visit, like or share your Facebook page. Integrating Twitter to your website can be done similar to Facebook with widgets and plugins. Twitter plugin shows your Twitter profile

on your website and also some of your recent posts. Integrating Instagram plugin on your website will make your site more visual because it can display your recent Instagram images on your website. Tumblr can be integrated to your website as sub-domain or as a link. It can be a blog for your website and it can also directly publish your posts to your Twitter or Facebook. You can link your LinkedIn profile or company page to your website. With Pinterest widget you can allow visitors of your page to “pin” your e.g. blog post. Pinterest is also a good way to have more visual content on your website. “As a general rule, whichever social media you adopt, you should identify on your website and encourage your users to follow. Whichever platform has the highest uptake can be a strong indication about what your users care about and what content you should be providing.” (Rebel.com 2015b, date of retrieval 17.8.2015)

When integrating social media onto your website there are few things that can promote your online presence. First of all include visible social media buttons. Best place to set your social media buttons are the top, bottom or along the side of your page. It would be best if the buttons are visible in all of your pages not only in the home page. Buttons should be created so that when the visitor presses the button it will open new window for him/her. That will guarantee that user does not automatically exit your page. Link out social media buttons that you are actively updating to your website. Linking inactive social media channels will only terminate your efforts. Include share buttons to your website. Especially if you have an e-commerce website it is important that your customers can share and recommend your products. Remember to use analytics tool. For example with Google Analytics you can inspect that is anyone clicking your social media links. Do not violate social media terms and conditions, they reflect straightly on your website and brand. Do not place social media share buttons all over your page. Use share buttons only in those pages where you have something to share. With these tips you can make your social media and website working properly together. (Social Media Examiner 2012, date of retrieval 17.8.2015)

5 WEBSITE FOR PELIMANNIT RY

5.1 Commission

This thesis development task was to create a website for floorball association Pelimannit ry. At first the commissioners told about their expectations and requirements for the website. Commissioners stated what they would like to have on their website. A few websites served as reference websites to give some guidelines where this development process should head. The reference websites were superjymy.fi and oulunkarpat.fi. It was agreed that the page would have two columns on each page of the website. It was also agreed that the website should contain integrated social media channels, team information, player information, news and articles about the association, information about the games, game reports, game pictures, player statistics and contact information. It was decided that the website should be mobile responsive so people could visit the website with any device that has an Internet connection.

When the first meeting had been held it was clear that which kind of a website the commissioner would like to have. To start this development task first thing to do was to install a WordPress (WP). In the first meeting there was a discussion about different content management system platforms and the WP was chosen to be the platform in this project. After the WP was installed the next step was to find suitable theme for Pelimannit website. Sought was a theme that would be responsive and had two columns. There were thousands of good themes already made by WP community so it was decided not to waste time to start building a new theme. Eventually a suitable theme was found for the website. The chosen theme was a Perkins theme made by wpmultiverse. Now the website had its frames and it was time to start creating the website. At first the commissioner delivered all the content that the website would need. The commissioner provided the background-image for the page, team logo, images of players and images from games, player list, some articles about the association and contact information. The commissioner sent also a preliminary sketch to demonstrate how the website's front page could look (see Figure 2). They wanted that the website would be stylish but simple without any inconvenient content. Pelimannit uses green and yellow coloring in their uniforms so the website is using same colors to be in-line with the associations theme.

Same is also considered with website's fonts, Pelimannit uses Rockwell Extra Bold font on their uniforms and so does the website.

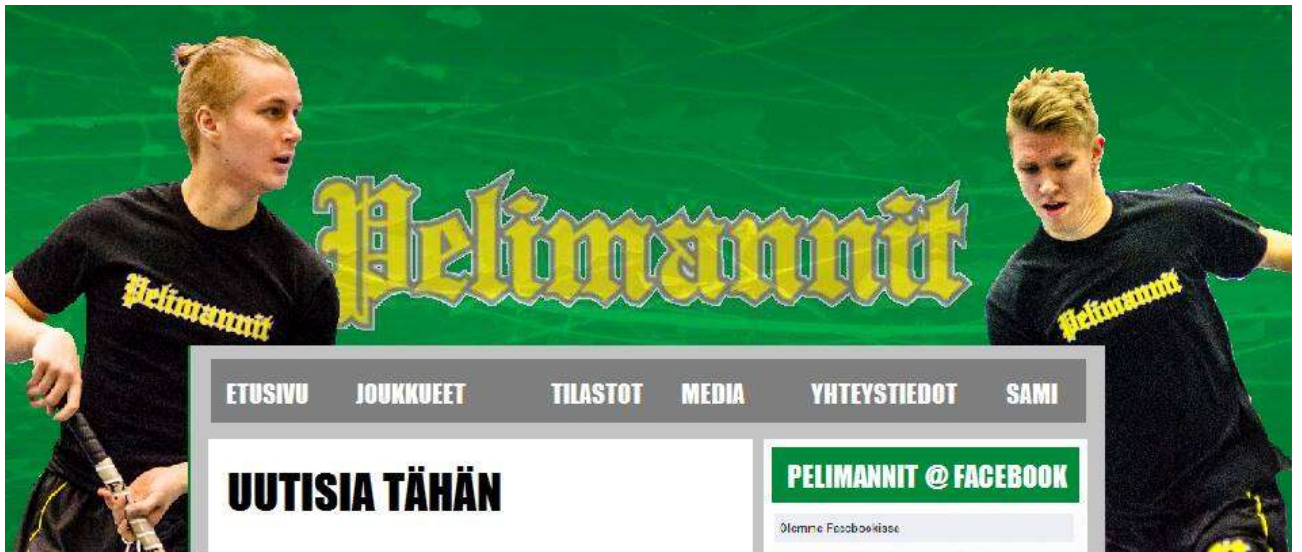


Figure 2. Commissioner's proposal how the website could look.

5.2 Front page

First thing to do when designing a website is to create a front page and general style for the website. In this project first task was to add the background-image and logo for the website. As soon as that was accomplished it was time to design and implement a menu bar for the website (see Figure 3). The commissioner needed to have following tabs in the menu; Front page, Team, Games, Articles, Statistics and Contact Information. Addition to this menu also a second menu where association's social media icons are shown was added (see Figure 3). By clicking these three icons user of the website can also visit team's Facebook, Twitter or Instagram account.

Like it was agreed in the first meeting the website is divided in two columns. Left column changes depending from the page but the right column stays same on every page. The right column consists of four widgets (see Figures 3 and 4). First there is search widget which allows website visitor to search certain content from the website. Underneath the search widget there is a game calendar widget. The calendar widget shows upcoming games of Pelimannit. Below the game calendar widget there are two social media widgets. A Facebook widget and a Twitter widget. Facebook widget shows recent posts that team has posted on

Facebook. The Facebook widget also allows visitor of the website to like and share information about Pelimannit. Twitter widget allows user of the website to follow Pelimannit on Twitter. After discussing with the commissioner it was decided to leave Instagram widget out of the column because all those Instagram images could make the website's presence restless. The commissioner wanted that the front page should behave like a news page where all the articles and news would appear. The front page is designed so that it highlights two newest articles by showing them little bit bigger than older articles (see figures 3 and 4). All new articles pop out on the top of the left column. The first page displays five newest articles on its page when the older articles can be seen on page Articles.

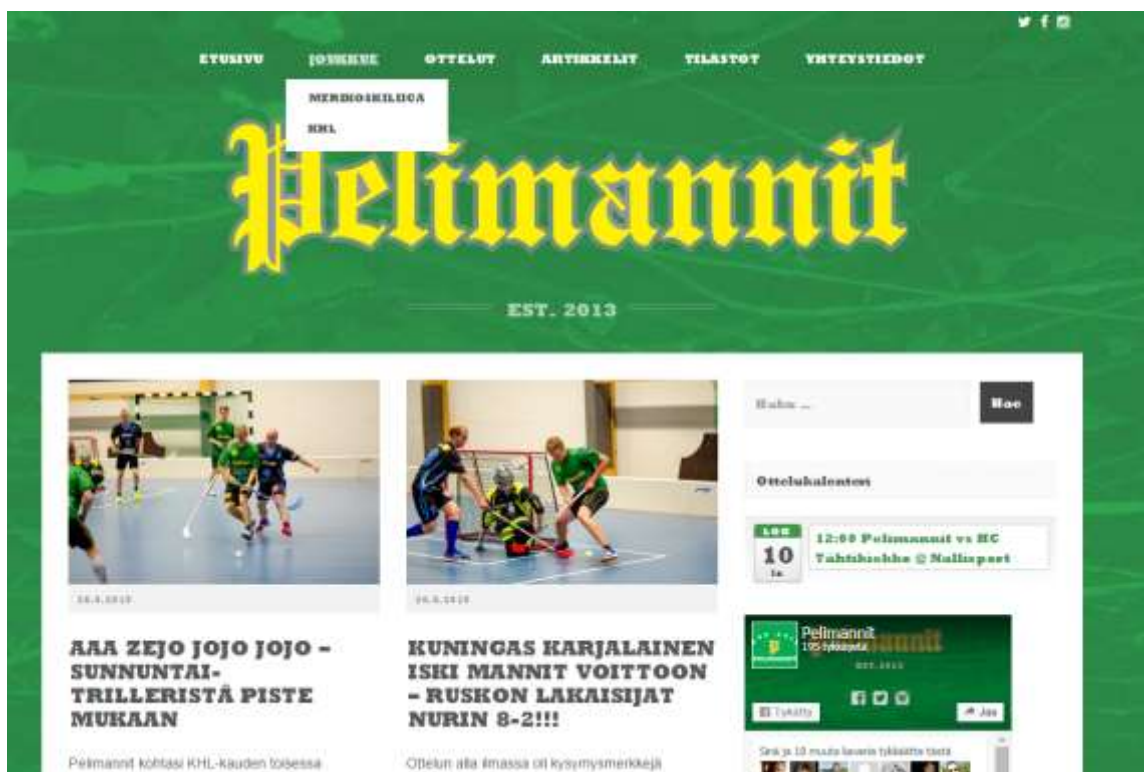


Figure 3. Front page of the Pelimannit ry's website part 1.

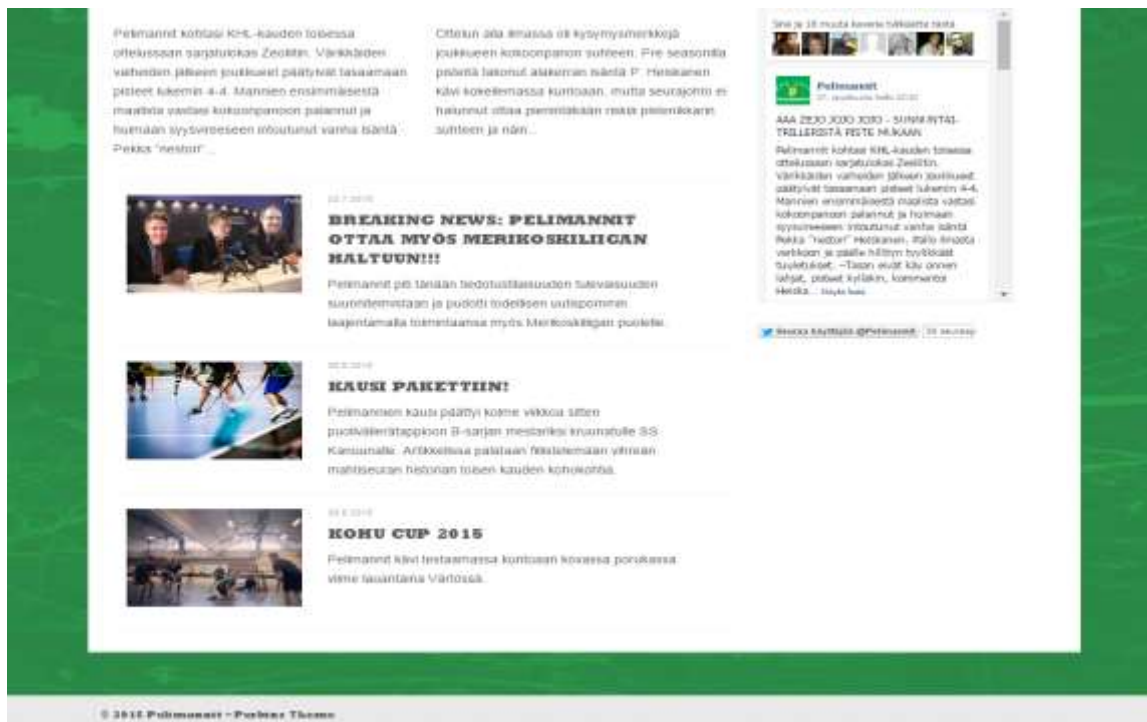


Figure 4. Front page of the Pelimannit ry's website part 2.

5.3 Team

Pelimannit ry was founded in 2013 by two physiotherapist students. The team is currently playing in two amateur leagues in Oulu but their aim is to play also in 5. Division of Finnish Floorball Federation's league. The team mainly consists of students from Oulu and Kuusamo. Pelimannit has started to play their third season in amateur league called "Kiekko-Haukkojen harrastesalibandyliiga". In addition to that the team is going to participate also in other amateur league in season 2015-2016 called "Merikoskiliiga".

Pelimannit website has a section called team. Team section introduces following aspects. When the team was founded, where the players have been gathered and in which leagues the team is going to play. In team section a visitor of the page can see player lists of Pelimannit teams. There are two rosters under the team tab, "Merikoskiliigan joukkue" and "KHL-joukkue". Players have been divided in player list by their position in the field (see Figure 5). There are three positions in floorball which are goaltender, defenseman and forward. When the user is viewing the player list it is possible for him or her to click on each player and see more information about individuals. Each player of the team has his own player card (see Figure 6). Player cards have been made with WordPress plugin SportsPress. Information

about SportsPress plugin can be seen in part 5.7 Plugins. Player card presents player's name, game number, nationality, and position in the field. It also shows player's earlier seasons statistics e.g. goals, assists, points and penalties. For goaltenders the statistics displays also games played and number of games won. Along with earlier player information the player card gives a brief player introduction which have been written with a twinkle in the eye.

The screenshot shows the Merikoski Liga website. On the left, there is a list of players categorized by position:

- MAALIVAHDIIT**
 - 21 Tapani Iemi
- PUOLUSTAJAT**
 - 2 Rishu Tuomas
 - 5 Rajavaara Jussi
 - 17 Lehtonen Sakari
 - 12 Mursu Petteri
- HYökkÄÄJÄT**
 - 7 Räsänen Iiro
 - 11 Karjalainen Kasper
 - 20 Heiskanen Iemi
 - 25 Aho-Aho Lauri
 - 27 Ripatti Teemu
 - 33 Aijala Henri
 - 37 Alamaanla Juukka
 - 72 Heiskanen Antti-Pekka
 - 81 Merilinen Ville

On the right side, there is a search bar and a section for "Ottelukalenteri" (Match Calendar) showing a match on 10th at 12:00 between Pelicans and HC Tahkokukka @ Nallaport. Below this is a match preview for Pelicans vs. HC Tahkokukka, including a video player and social media links. At the bottom, there is a news snippet titled "AAA ZED 2000 ZED0 - SUNNUNTAI-TRELLERISTÄ FESTE MIINAAN" with a brief text about the match.

Figure 5. Player list of Merikoski Liga's team.

71 Joni Tanttu



Kansallisuus
+
Suomi

Pelipaikka
Maalivahti

Sarjakausi	Pelatus ottelut	Voitot	M	S	P	RM
KHL 2013-2014	11	8	0	1	1	0
KHL 2014-2015	12	7	0	1	1	0

Jokeri-kortti nauttii itseohjeutetusta kenttäpelaajan luottamuksesta. Eniten voittoja Manneille: seurahistorian aikana torjunut kassari nauraa kuin narri ilasta toiseen, pois lukien keskittymistä vaativat maskinheittosessiot. Seura meinasikin olla liirissä edellisellä kaudella, kun oheisharjoitteita tehdessä sattunut tapaturma vei Karate Kidin lasarettiin puolelle. Liikuu maalillaan sähkökämmin kuin Mustonen näppäilee takspävelun numeron.

Haku Hae

Ottelukalenteri

LOR

10

10.10.15

12:00 Pelimannit vs HC Tähtikiekko @ Nallispert

Pelimannit
195 pelaajaa
EST. 2013

Tyketty

Sivä tykkäät tästä



Pelimannit
27 syyskuuta kello 22:32

AAA ZEJO JOJO JOJO - SUNNUNTAI-TRILLERISTÄ PISTE MIKKAAN

Pelimannit kohtasi KHL-kauden toisessa ottelussaan sarjaviikoksi Zeolitin. Värikkään vaihtelen jälkeen joukkueet päätyivät tasamaan pisteet lukemin 4-4. Mannien ensimmäisestä maalista vastasi kolleoronoon palannut ja hulmaam: syysviikkoon intoutunut vanha isäntä

Figure 6. Goaltender's player card.

5.4 Games

One section of Pelimannit.net website will give information about the team's games. The game section includes results from earlier games starting from August 2015, a game calendar where the user can see when the next game is, where it will be played and with whom it will be played and also a page which displays pictures from earlier games. The main page of games section shows some recent results from Pelimannit's games (see Figure 7). Currently it presents results from games played in season 2015-2016. The page has also links to two subpages called game calendar and game pictures. These two subpages are also shown in menu bar under the games tab.

The game calendar has been built with a plugin called The Events Calendar (see Figures 7, 8 and 9). The calendar displays all the previous and future games in a list. User can for example select a certain date to find out will there be an event on that day. Each game has also its own detail page that can be seen when selecting read more button on a certain event. Detail page presents the following information about the event. What is the team that Pelimannit is going

to play against, when the game is going to be played, where the game is going to be played (with a Google map) and short introduction about the event. The Events Calendar widget allows user to get information about upcoming games on each page of the website. With a widget a visitor of the website can easily see when the next game is going to be played with whom and where. The game pictures page allows user to see some images from Pelimannit's games (see Figure 10). At the moment there are two game picture compilations in the website. The compilations have been made with a plugin called NextGEN Gallery. Each picture page shows 20 thumbnails in a page and the pages can be switched from the bottom of the page. After the user has clicked an image he/she can view all the images with an image slider.



Figure 7. The games section's main page including a game calendar widget in the right column.

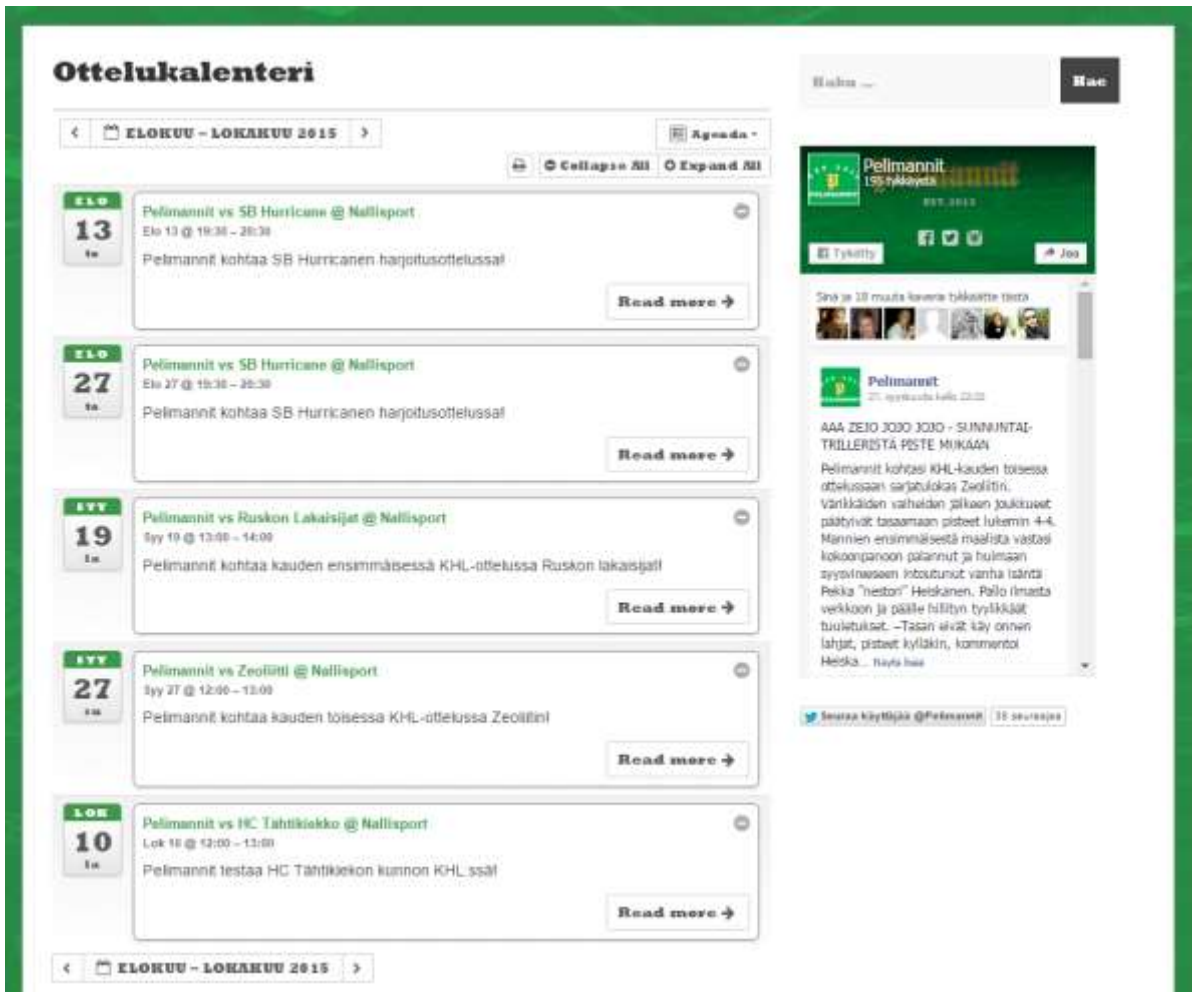


Figure 8. The game calendar.



Figure 9. Detailed information about one game.

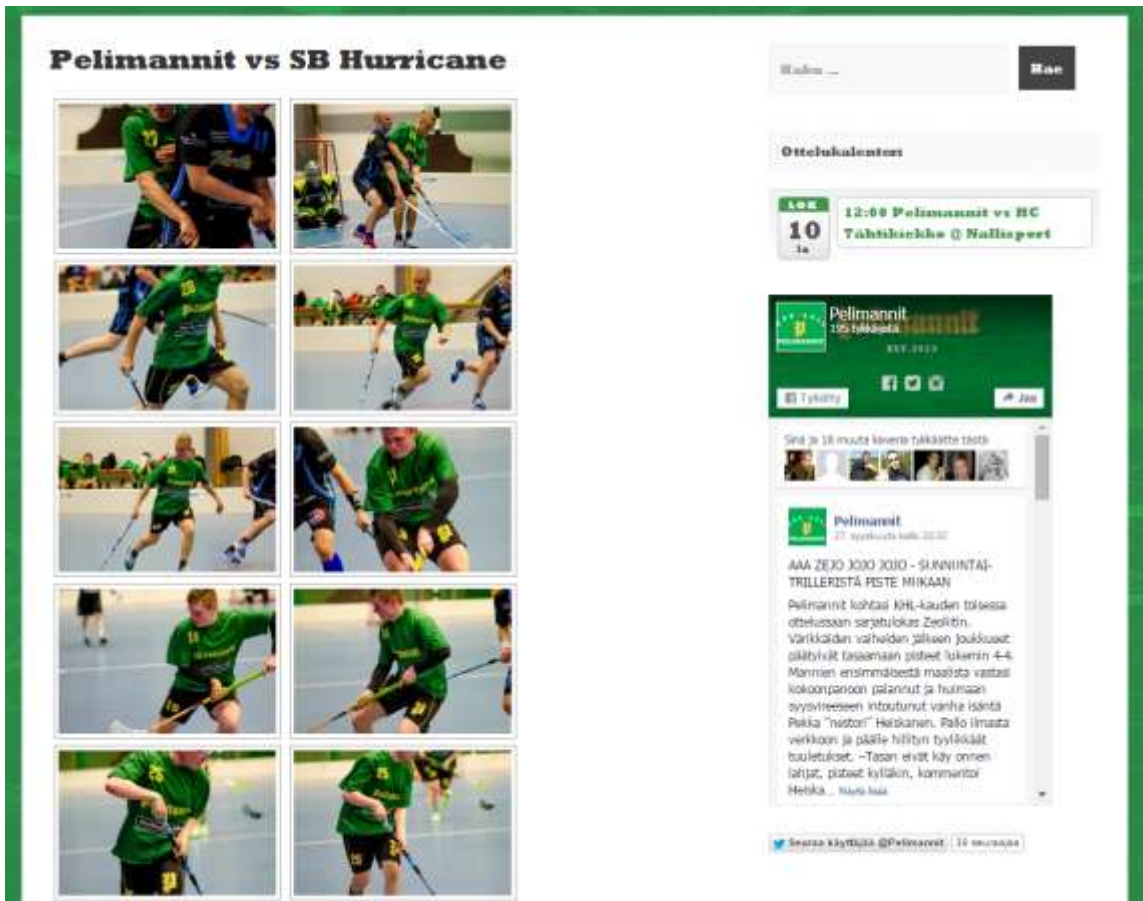


Figure 10. Game pictures page.

5.5 Statistics and Contact information

Statistics page on Pelimannit website points out how the players of the team have performed in earlier tournaments and seasons. The statistics page has been divided into three parts. First part presents Pelimannit players' season statistics from seasons 2013-2014, 2014-2015 and 2015-2016 in Kiekko-Haukkojen harrastesalibandyliiga "KHL". Second part displays how the players have carried out in tournaments. So far Pelimannit has played two tournaments, one at Kuusamo in 2014 and one at Oulu in 2015. Third part of the statistics page shows the Pelimannit's all-time point statistics before season 2015-2016 (see Figure 11). The page includes statistics from all the players that have played for Pelimannit even though they are not playing anymore or have only played in one tournament etc. The statistics page is going to have one more section as soon as Pelimannit starts to play in "Merikoskiliiga". "Merikoskiliiga" will have its own statistics page equal to "KHL" pages. Contact information page provides contact information of two founders of Pelimannit (see Figure 12). The team has two general managers whose phone numbers are visible in contact page and there is also the email

address of the association. The contact information page includes also a list of a physiotherapists that the team has. That is mostly a joke because almost a half of the team consists of physiotherapist students.

MARATONTAULUKKO

Maratontaulukko ennen kauden 2015-2016 alkua

PELINUMERO	NIMI	MAALIT	SYÖTÖT	PISTEET	RANGAISTUSNUMERIT
20	Joni Heiskanen	29	44	73	10
91	Vilho Mellanen	41	16	57	0
47	Ilari Savonen	16	18	34	4
19	Verneri Luomala	14	12	26	0
13	Kasper Karjalainen	11	11	22	4
11	Marko Suorsa	13	6	19	10
37	Sakari Lehtonen	11	8	16	6
7	Mika Torve	8	8	13	0
88	Teemu Muntonen	7	4	11	4
72	Antti-Pekka Heiskanen	3	6	9	12
44	Sami Pienisaari	7	1	8	0
27	Teemu Ripatti	8	3	8	6

Haku ... Hae

Ottelukalenteri

10:00

10

Ta

12:00 Pelimannit vs HC Tähtikiekko @ Nallisport

Pelimannit

195 Nollapista

000 2013

Tykitty

Sinä tykkäät tästä

Pelimannit

27. syyskuuta kello 12:00

AAA ZEO JOJO JODO - SUNNUNTAI-TRILLERISTÄ PISTE MUKAAN

Pelimannit kohtasi KHL-kauden toisessa ottelussaan sarjatulokas Zedolitin. Värikkään vaihtelun jälkeen joukkueet päätyivät tasomaan pistet lukemin 4-4. Mannien ensimmäisestä maalista vastasi kokoonpanoon palannut ja hulmaan syysviireeseen intoutunut vanha isäntä Pekka "neiton" Heiskanen. Pallo ilmasta verkkoon ja päälle hiltityn tyyliseksi tulustukseksi. -Tasan eivät käy onnen lämpö, pistet kyläkin, kommentoi Heiska. [Näytä lisää](#)

Figure 11. A piece from an all-time point table before season 2015-2016.

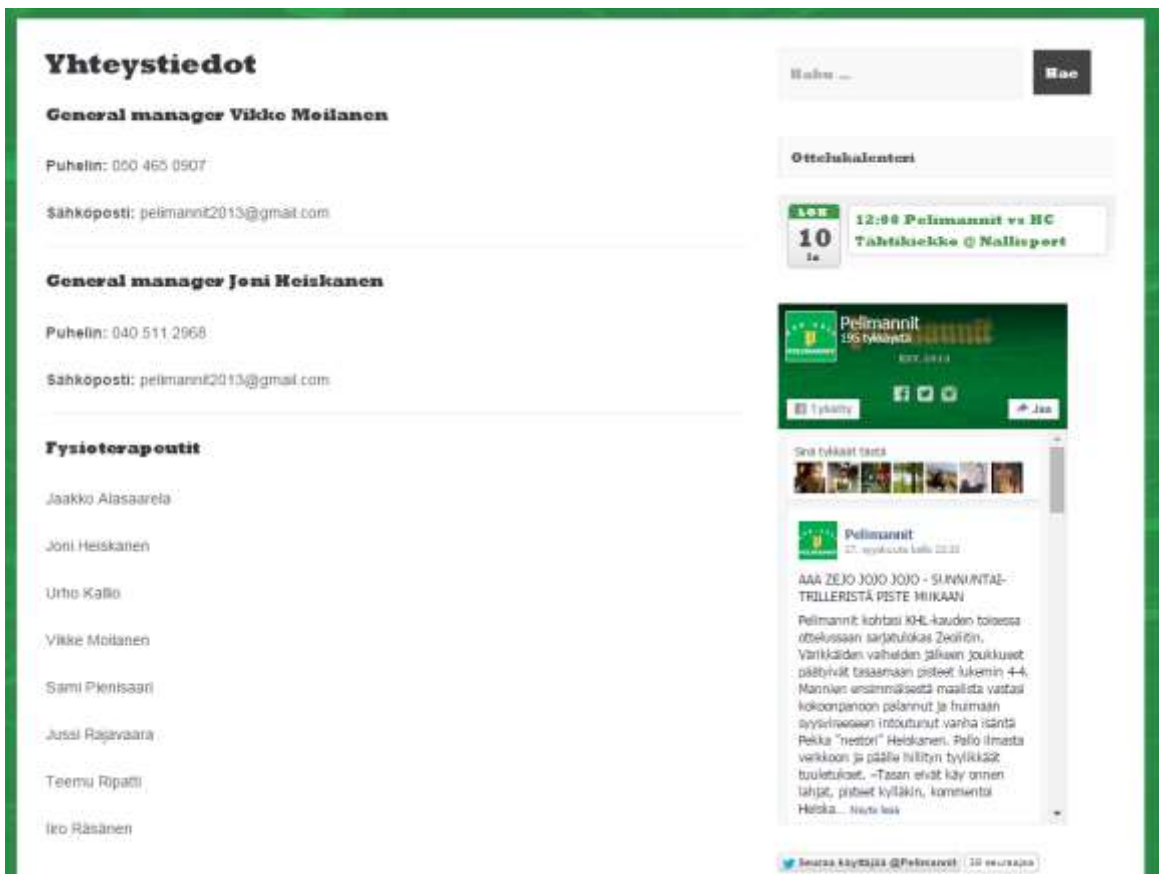


Figure 12. Contact information page.

5.6 Plugins and social media integration

Pelimannit website uses a few WordPress plugins to make user experience of the website better. Plugins in use are SportsPress, The Events Calendar, Simple Yearly Archive, Google Analytics by Yoast, Next GEN Gallery, All in One SEO Pack, Facebook and Twitter. Next a few plugins are introduced and how they are used in Pelimannit website.

- **“SportsPress** is an extendable all-in-one sports data plugin that helps sports clubs set up and manage a league or club site quickly and easily.” (Wordpress.org 2015f, date of retrieval 19.10.2015) In Pelimannit website SportsPress plugin is used as a framework for player cards. SportsPress allows each player card to display player’s name, number, nationality and position. In addition to those the plugin presents also player’s statistics from earlier seasons and short text introduction about the player.

- **The Events Calendar** was already introduced in section 5.4 but let's take a short recap about this plugin. The Events Calendar plugin lets visitors of the Pelimannit website to see when the team is going to have their next games. The Events Calendar plugin has two main functionalities that have been used in Pelimannit website. The first main function is the calendar page from where everyone is able to see month by month calendar and check out if the team has any games upcoming. Second main function is a widget that is shown in every page's right column. The widget presents information about a few upcoming games. The widget shows when, where, and with whom the game is going to be played.
- **Simple Yearly Archive** plugin archives all the articles that are published in Pelimannit website. All the articles can be found from the page Articles. Simple Yearly Archive displays articles year by year and it also shows how many articles have been written in each year.
- **All in One SEO Pack** plugin optimizes website's visibility in different search engines like Google, Yahoo and Bing. This plugin includes for example XML Sitemap support, Google Analytics support and support for SEO on custom post types. It also optimizes the website's title for search engines and generates meta tags automatically. All in One SEO Pack is good plugin for beginners because it works just by installing it and it is also compatible with many other plugins. (Wordpress.org 2015g, date of retrieval 19.10.2015)
- Importing **Facebook and Twitter** plugins were important for the commissioner right from the start. Pelimannit has been active on social media for a couple of years now and integrating social media on the website was one of the first wishes from the commissioner. Facebook and Twitter are both shown on every page with widgets. Facebook widget displays Pelimannit's Facebook feed and allows visitor to like and share Pelimannit on Facebook also. Twitter widget allows visitor to follow Pelimannit on Twitter. In addition to these two widgets the website has three social media icons on top of the page. The icons are Facebook, Twitter and Instagram icons from where by pressing the icons a visitor can check Pelimannit's social media channels.

5.7 Mobile responsiveness

When designing a Pelimannit website it was decided that the website should be mobile responsive. The website was built on WordPress (WP) and therefore it was reasonable to choose readymade responsive theme from the WP theme category. Perkins theme was chosen because it seemed to have a suitable functions that this project needed for example two column layout and multiple menu bars. Even though the theme was made responsively it needed some fixing here and there during the development process. Most problems that occurred when creating the website were somehow attached to mobile responsiveness. Next is introduced some properties of the mobile responsive Pelimannit website.

If the user of the website is using mobile device the view is slightly different than with desktop computer or with laptop. Normally the page is divided into a two columns but when viewing with mobile there is only a one column. On the top of the page user can see the social media icons and so called “hamburger menu” which is a menu icon that opens the mobile menu for the user. When user clicks the “hamburger menu” he/she is able to see same menu properties which are also shown in a larger view (see Figure 13). Below the menu user can see the content of that particular page e.g. news or player cards. After the content part which is on its normal place the user can detect that the widget column which is normally located on the right side of the page is now below the content part.



Figure 13. Mobile menu.

As earlier mentioned there were some minor difficulties with making the website function like a mobile site should. There were two main problems, player cards pictures were too big and did not behave like wished. Another issue occurred when working with the player statistic tables. They needed some extra coding so that they look slightly different when viewing on mobile (see Figures 14 and 15). For example when viewing player statistic table on larger screen there is five columns but when viewing on mobile there is only two columns so that they fit well on the screen. Other pages did not have any bigger problems, calendar page, articles page and game pictures page functioned well straight from the start both on larger screen and on smaller screen.

20 Joni Heiskanen

Kansallisuus
+
Suomi

Pelipaikka
Hyökkääjä

Pituus
Lyhyempi kuin
lettinsä

Figure 14. Player card on mobile view.

SARJAKAUSI	KHL 2013-2014
M	15
S	20
P	35
RM	8
SARJAKAUSI	KHL 2014-2015
M	10
S	20
P	30
RM	2

Figure 15. Player card on mobile view.

6 CONCLUSIONS

The aim of this thesis development task process was to create a website for floorball association Pelimannit ry. The website would then help the association to have more visibility and sponsors. There were three main tasks to take care in website's design. It was important that the website would compose an entirety, have a same appearance that team has in their uniforms and that it would be also usable for mobile users.

Number one task was that the website should display the association as a whole. It should tell a story about the team which includes how the association has been founded, how they have played earlier, who the players in the teams are and how they are going to proceed from now on. Second task was to make the website to reflect the team's appearance. That was made with certain colors, with logo and with same font that in team's uniforms. Third main task when creating the website was to make it also work with the mobile devices. That was ensured with a specific responsive theme in WordPress and also adding some own code to handle issues concerning mobile responsiveness. During the development process most of the problems where somehow attached to mobile view. Eventually all the problems were fixed and the website is now working as the commissioner and the developer have agreed. All the three elements were successfully imported during this development process.

One point when creating the website was to choose a platform that would easily allow the commissioner to update their website on their own. WordPress was chosen to be the most suitable platform. Some advices how to use the WordPress have been given to the commissioner. An important factor for the commissioner was also to integrate their social media channels with the website. The integration was also successfully done. Dealing with the commissioner was fruitful in this project. Commissioner gave good instructions and also provided all the necessary materials that the website creation process needed e.g. pictures, logos, articles. Also the commissioner was satisfied with the website.

This kind of a projects are important for small associations. It is likely that they do not have money to pay for a website which offers opportunities for students to show their talent and at the same time associations get website for a free. For the developer who is interested in sports this commission was pleasant and did not feel obligatory at all. It was my pleasure to

help a small association and do my thesis at the same time. To recap, the thesis development process went well and the co-operation with the commissioner was successful. This thesis development project met its goals.

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