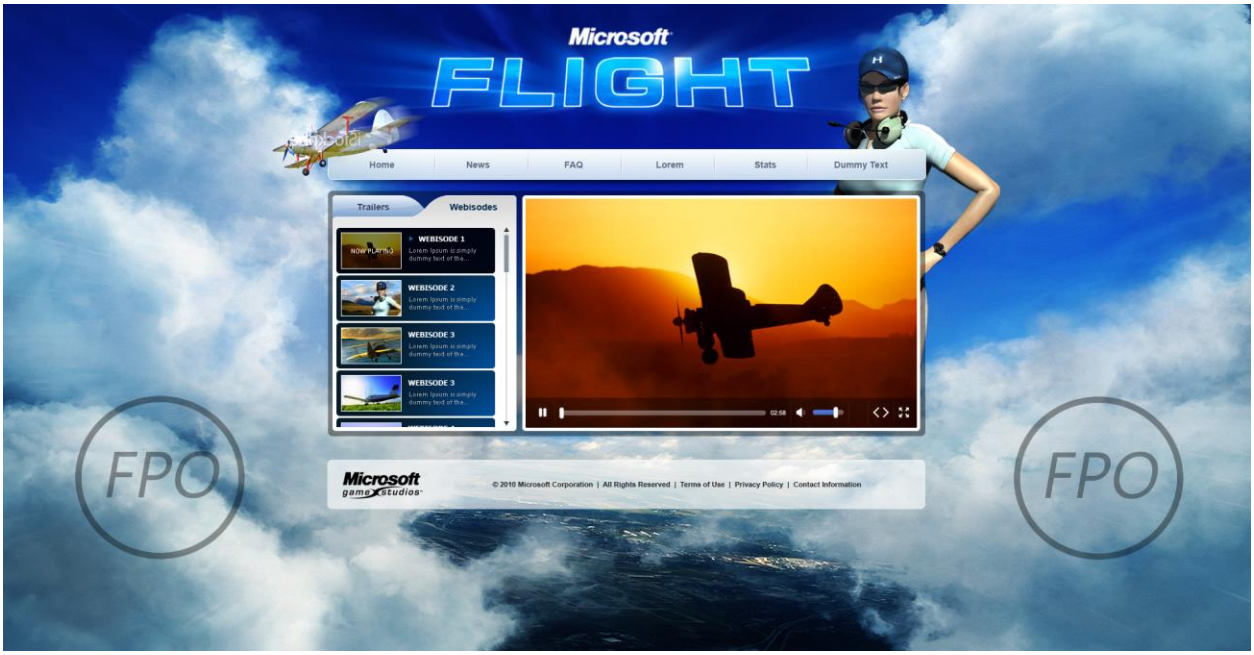
July 2, 2017

Project Plan: Microsoft Flight Website



Website Development Team Members, Roles, and Contact Information:

Name	Role	Phone Number	Email
Mark Protus,	Web Project Manager	206-963-2174	v-markp
KK Bhardwaj	Web Development Manager	425-802-1326	v-krishb
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Scott Andersen	Business Manager		scota
John Dongelmans	Marketing Manager		johndon
Curt Liddle	Creative		curtli
Kevin Furr	PM UI		kevinfur
Ray Thompson	Lead PM		rayt
Laurentiu Nedelcu	XLSP Developer		lnedelcu
Lalit Jina	XLSP Developer		LalitJ
Husain Bengali	PM 3rd Party		hbengali
Gary Hsu	Developer		garyhsu
Mike Crandall	Test Lead		micrand
Paul Lange	Design Lead		plange
Brandon Selz	Design		bseltz
Nicolas Gauvin	Developer Lead		ngauvin
Justin Hales	Support		justinh
Pat Cook	Group Manager		Patcook

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Document Purpose

The purpose of this document is to provide the initial ideas and recommendations that will be used by content and development teams to fully develop the feature set and Functional Specification for the Microsoft Flight website and community. This analysis includes website development phases, project requirements, user analysis, proposed functionality, concerns, content and feature ideas, design considerations, and overall website requirements. This will be an ongoing living document the teams will use to develop, modify and deploy the different phases of the Microsoft Flight Website.

Team Structure and Roles

The team listed on the first page of this document will comprise the v-team for all phases of the website project. Specifically, the website management and development team will work with the existing Flight development and marketing team members in the following functional areas:

Content & Info	Design	LIVE	Mktplace	XLSP	Forum	Activities	Feedback	Mobile	Facebook	Support	Server
Scott John D CMgr Curt	**Curt** Kevin CSG	**Ray** Laurentiu	**Ray** Husain Gary	**Laurentiu** Lalit Mike C Paul	Scott Paul Curt **Ray**	**Paul** Brandon Curt	**Husain** Mike C Scott Paul	**Mike** C Nicolas	**Mike** C Scott	Mike C **Scott** Mark V Justin H	**Mark** P Scott

Approvers

The following key stakeholders have been identified as primary reviewers and approvers for all phases of development:

- Scott Andersen
- John Dongelmans
- Pat Cook
- Curt Liddle

Additional Stakeholders, Approvers and Groups

Add …

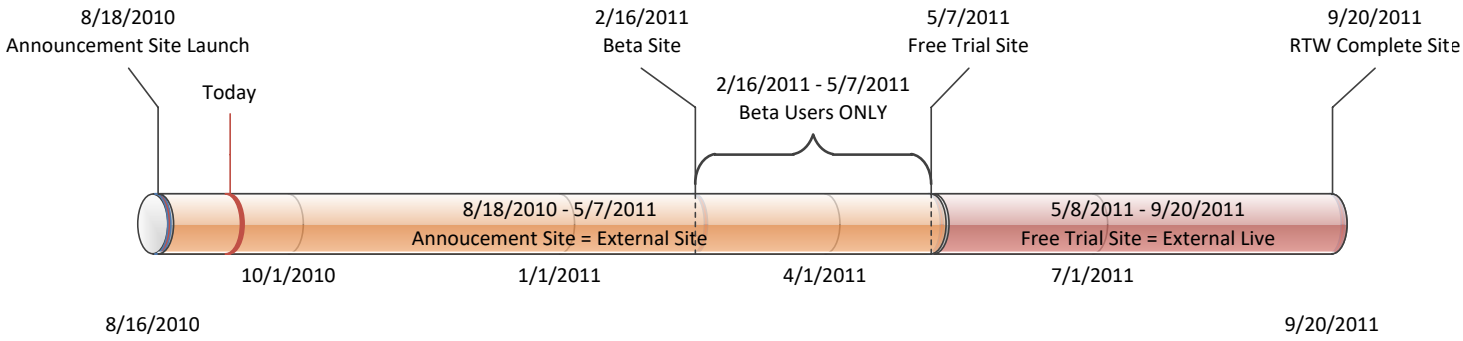
Website Milestone Phases

The website will be rolled out in the following phases to coincide with messaging and development milestones:

1. **Announcement Site (8/16/2010 – 5/6/2011)**
2. **Beta Site: participants only (2/15/2011 – 5/6/2011)**
3. **Free Trial Site (5/6/2011 – 9/20/2011)**
4. **RTW Complete Site (9/20/2011 – ongoing)**

Overall Key Milestone Timeline

The following key milestones will be used for all website phases:



Phase 1: Announcement Site

The site launched on 8/16 with the Microsoft Flight announcement at Games.com.

Goals

Following are goals for the initial site:

- Support the product announcement at Games.com.
- Begin to develop brand and marketing awareness.
- Provide external facing product news, updates and messaging as required.
- Publish monthly webisodic content to create an ongoing sense of intrigue and product "buzz" for interested gamers and former Flight Sim audiences anticipating the Flight product release.

Metrics

TBD

- Total visitors?
- Embedded players?
- Time on videos?

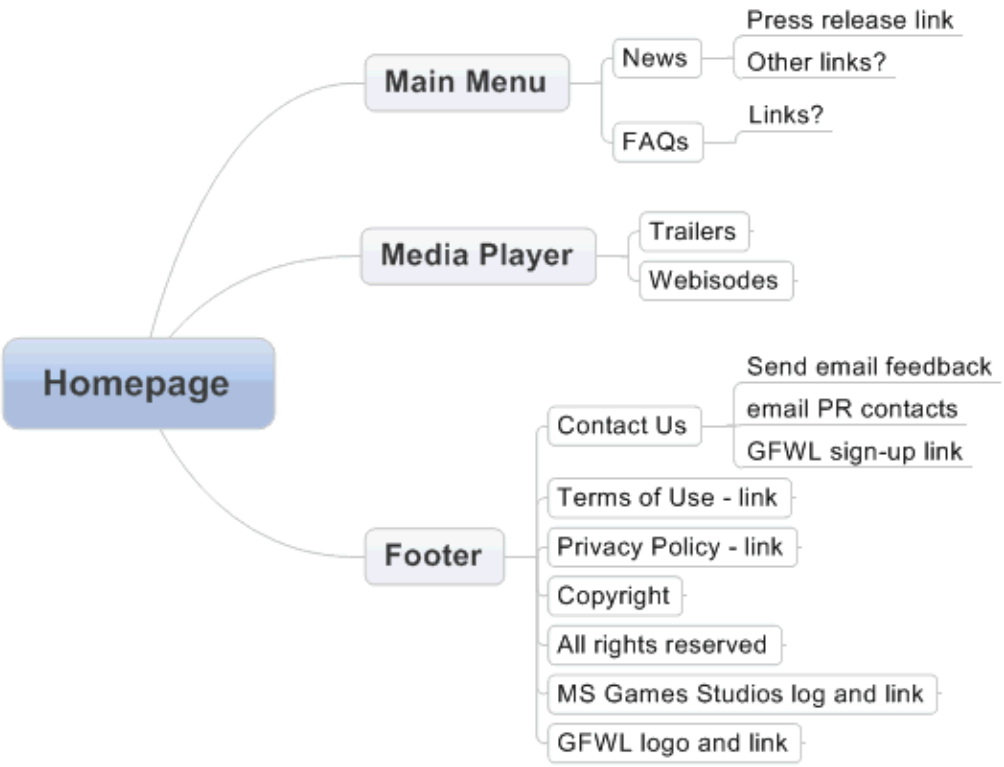
Users

The announcement site is geared toward all identified product audiences: PC User (casual gamer) through Gonzo. Main audience of this site version (and versions going forward) is the Casual Gamer (as opposed to the Gonzo user).

Features and Content

The Announcement site is a "one-page" site offering limited content that can be played in the media player or read on a modal page dialog. The content for this iteration of the site is developed and

displayed as English only. The following sitemap provides a quick view of current content on the site and expected growth areas.



Phase 1 Site Functionality

Note: Initial site was built in Flash for quick development and release. Functionality below refers to the ongoing technology and features we expect to use as of Site Relaunch.

Back-end Functionality

1. Add

Front-end Functionality

1. Browser Support:
    a. Internet Explorer 7-8
    b. FireFox 3+
    c. Chrome
    d. Safari
2. Site Navigation:
    a. HTML site navigation
3. Menu-Bar:
    a. News

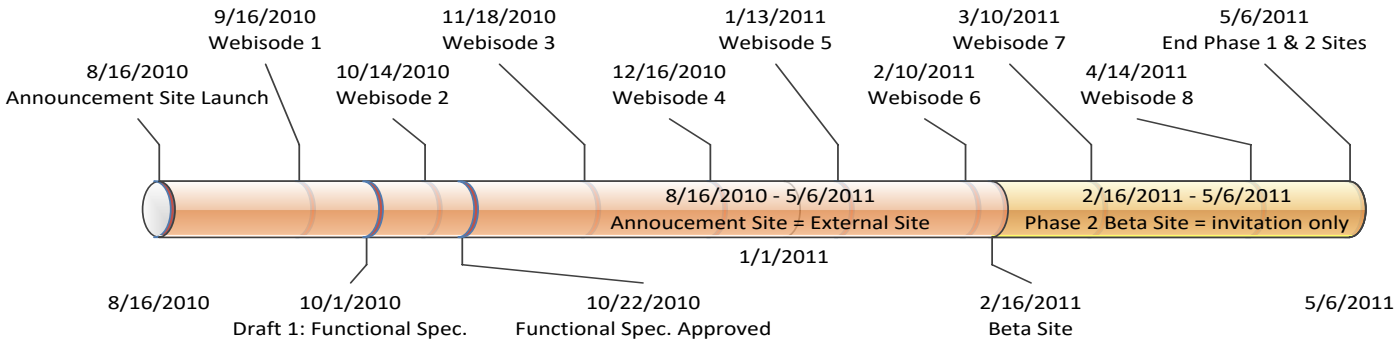
   b. FAQs
4. Silverlight Media Player:
   a. Autodetection
      i. If user has Silverlight installed, site will load normally
      ii. If user does NOT have Silverlight, a Silverlight Installer will be offered
      iii. Media is set to manually play (as opposed to autoplay on entry)
   b. Controls
      i. Play / Pause
      ii. Playbar with slider for fast forward and rewind
      iii. Time: elapsed time + total time display
      iv. Volume: mute + volume slider bar
      v. Full-screen mode
      vi. Detachable player
   c. Sharing
      i. Link and code to support player embed on other sites
      ii. Send email to a friend dialog + submit
      iii. Links to: Blog on Live Spaces; Facebook; Twitter; Del.icio.us
      iv. Video Information: Title; Number of views; Total time; Star rating (Live ID login required to submit star ratings and video reviews)
   d. Content
      i. Trailers: Marketing trailers and teasers for the product
      ii. Webisodes: Ongoing monthly series to attract audiences, create product awareness and buzz
5. Footer:
   a. Copyright: static
   b. All Rights Reserved: static
   c. Terms of Use:
      i. link to: http://www.microsoft.com/About/Legal/EN/US/IntellectualProperty/Copyright/default.aspx
   d. Privacy Policy:
      i. link to: http://privacy.microsoft.com/en-us/default.mspx
   e. Contact Information:
      i. Send comments to Flight Team email link: msflight@microsoft.com
      ii. Phone and email to link to PR contacts.
      iii. Link to GFWL: http://www.microsoft.com/games/en-us/live/pages/livejoin.aspx
   f. Logo and link to Microsoft Game Studios: http://www.microsoft.com/games/
   g. Logo and link to GFWL: http://www.microsoft.com/games/en-us/live/pages/livejoin.aspx

Phase 1 Open Issues

Area	Feature	Description/Issue	Must Have	Nice to Have	Nope
News	Multiple Items	TBD style for displaying multiple items (from menu drop-down? Scrolling list?	x		

FAQs	FAQs	Design for displaying FAQs (list? Q bold? Ital? A?)	x		
User	Sign-up	Sign-up or name collection functionality & approach?			
Site Metrics	Analytics Reporting	Video player has built in analytics (WebTrends). Need to setup site analytics. Omniture?	x		
Accessibility	Site Features	Accessibility: We currently have the ability to display closed captioning (although our media is cleverly open captioned) – are there additional accessibility features to consider?			
Dev. Process	Website	Processes for creating and approving: - Content additions (News, FAQs, announcements)? - LCA or PR approvals? - Site publishing guidelines/criteria?			
Marketing	Messaging Timeline	Communications and messaging timelines and rhythm? Webisodes published monthly on Thursdays?			

Phase 1 Milestones Timeline



Phase 1 Milestone Schedule

No.	Milestone	End Date	Responsibility
1	**Announcement Site Launch (Flash)**	**Aug-16-2010**	**Caiman**
	Webisode 1 produced and reviewed	**Sept-13-2010**	**Caiman**
	New Player testing and review	**Sept-15-2010**	**Flight**
2	**Site Relaunch (Silverlight) + Webisode 1**	**Sept-16-2010**	**Team**
	Add FAQs to Site	**Sept-23-2010**	**Team**
3	**Functional Specification – Draft 1**	**Oct-1-2010**	**Caiman**

	Functional Specification Review and Comments	**Oct-11-2010**	**Flight**
	Functional Specifications Revision (Draft 2)	**Oct-15-2010**	**Caiman**
	Functional Specification Final Review	**Oct-20-2010**	**Flight**
	Functional Specification Final Approved	**Oct-22-2010**	**Team**
	Design comp drafts	**Oct-8-2010**	**Caiman**
	Design iterations	**Oct-29-2010**	**Team**
	Designs finalized	**Nov-5-2010**	**Caiman**
4	**Publish Webisode 2**	**Oct-14-2010**	**Caiman**
	Publish Webisode 3	**Nov-18-2010**	**Caiman**
	Publish Webisode 4	**Dec-16-2010**	**Caiman**
	Publish Webisode 5	**Jan-13-2011**	**Caiman**
	Publish Webisode 6	**Feb-10-2011**	**Caiman**
	Publish Webisode 7	**Mar-10-2011**	**Caiman**
	Publish Webisode 8	**Apr-14-2011**	**Caiman**
5	**Beta Site Release**	**Feb-16-2010**	**Team**
6	**End Phase 1 Announcement Site**	**May-6-2010**	**Team**

Phase 2: Beta Site

The site will launch approximately 2/16 with the Microsoft Flight Beta program.

Goals

Following are goals for the Beta site:

- Support the Beta program of the development team.
- Test the functionality and features of the website and ensure website goals and metrics will adequately support intended audiences at RTW release.
- Begin testing community features and forums and collect data and communication to flush out the experience and make improvements prior to RTW.
- Test website categories and content for completeness and usage prior to RTW.

Metrics

TBD

- Total visitors?
- Time on videos?
- Community stats usage?
- Personal game data usage?
- Category/content usage?
- Forum participation, categorization, usage?

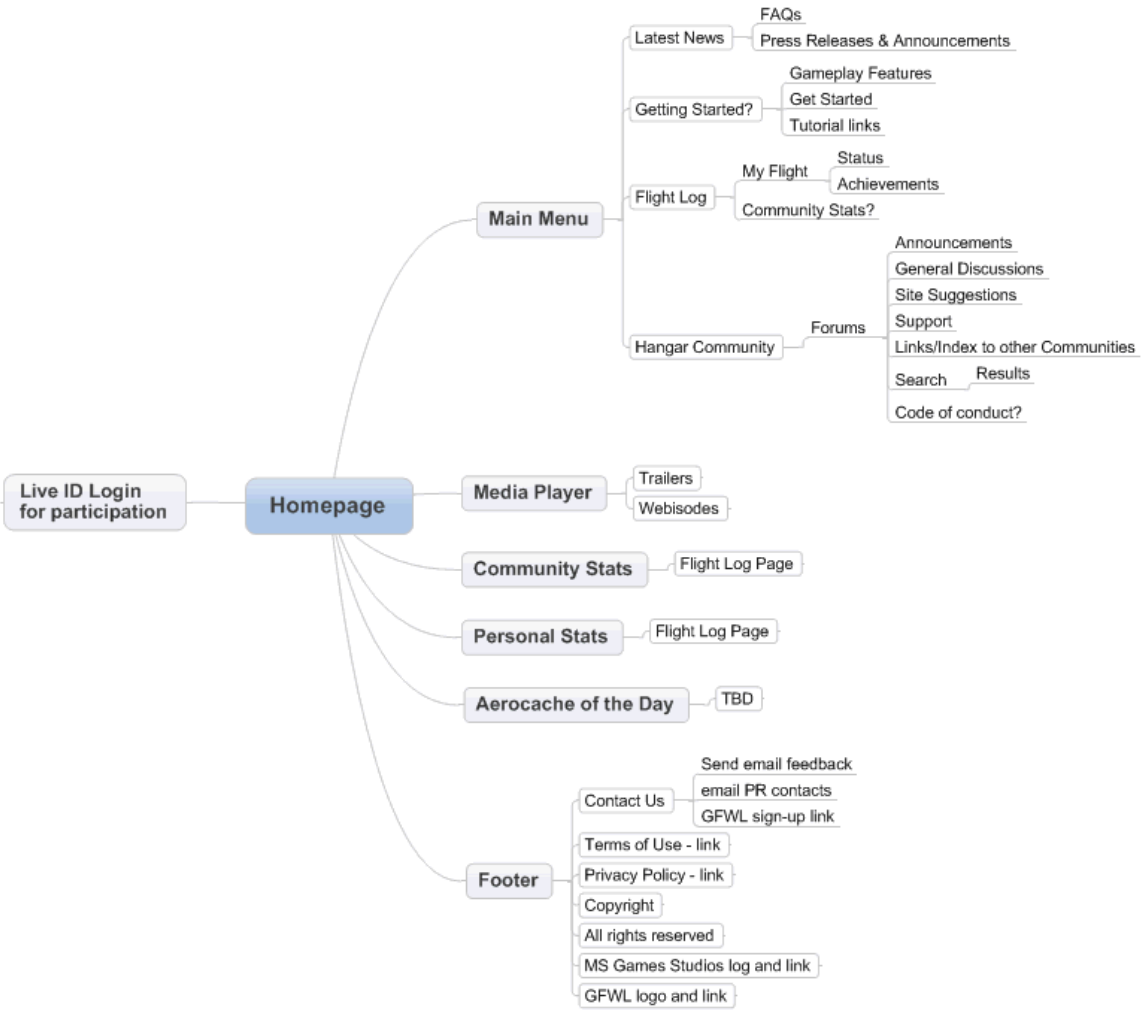
Users

The site will mirror the Beta development audience: PC User (casual gamer) through Gonzo. Beta site users must have a unique Live ID to enter and participate in the site (selection process TBD).

Features and Content

The purpose of the Beta site is to take advantage of this Beta product release and test core website functionality, performance and community assumptions. The Beta site will be a web-based application (ASP.NET app and SilverLight) available to a selected audience only (the Announcement site will co-exist with the Beta Site). The content for this iteration of the site is developed and displayed as English only.

The following sitemap provides a quick view of potential content and categorization on the beta site.



Site Functionality

Note: The following NEW functionality builds upon features and functions already described in the Announcement site requirements.

Back-end Functionality

1. Live ID integration
    a. LiveID and Community Server
    b. Permissions levels
        i. Beta User: Logged in as Live User with Live ID + GamerTag
    c. Community Server will be used for Forums
    d. Live-ID login will be seamless so that a user needs to login just 1 time; credentials will be passed back and forth from Community server & ASP.NET webpages on the backend.
2. Forum set up
    a. All website Beta visitors can view the forums
    b. Only users logged in with a LIVEID can Post to the Forums.
    c. Beta forum area available for beta user only
    d. Needs to be skinned to match site design.
3. XLSP
    a. We will not have access to the Live Game database. We will need to make a "copy" of the database within our server environment that we read to display particular data on the site. Current recommendation is to refresh the website database approximately every 20 minutes with the latest data from the live site.
    b. Need to determine what data from the Game databases need to be included in an API to pass data to the website database. Current suggestions:
        i. Aerocache (dynamic)
        ii. Aeroclubs
        iii. User Profile
            1. Progression in game
            2. Career level
            3. Adv. Stats TBD
        iv. Community Data
            1. Total number of players?
            2. Total hours flown?
            3. Levels and achievements
            4. Leaderboard
            5. TBD

Front-end Functionality

1. Main menu bar:
    a. Change News to Latest News and include FAQs in category
    b. Getting Started
        i. Gameplay Features: Game overview includes highlights of the most common features of the game along with "how-to" information.
        ii. Get Started: Game progression (you are here …)
        iii. Tutorial Links: Links to the game tutorials.
    c. Flight Log

i. My Flight: contains personal information about my flight game performance:
    1. Advanced stats
    2. Career level
    3. Achievements
    4. TBD
ii. Community Stats
    1. Number of people currently playing
    2. Leaderboard
    3. TBD

d. Hangar Community (Forums)
    i. Announcements: General news and Beta announcements
    ii. General Discussions: One big board for all gameplay and audiences (*we'll use this as a test to determine how the Forum should be split for the Free Trial version of the site – even take surveys among users*)
    iii. Site Suggestions: Users comment on site and usage for future dev team considerations and feedback
    iv. Support: Technical and game questions
    v. Search: forum search
    vi. Code of Conduct: written policies and procedures for the forums and usage
    vii. Links/Index to other Communities: static links to related sites and communities that open in a new browser window

2. Silverlight Media Player: remains the same
3. Community Stats: added as a content category on the page. Features a small subset of community data and a "more" link where users will go to the My Flight Log Community sub-page.
    a. Community Stats: TBD
4. Personal Stats: added as a content category on the page. Features a small subset of individual data and a "more" link where users will go to the My Flight Log sub-page.
    a. Personal Stats: TBD
5. Aerocache of the Day: Click on this information to get the daily info (visual).
    a. Design TBD
6. Footer: Remains the same

Phase 2 Open Issues

Area	Feature	Description/Issue	Must Have	Nice to Have	Nope
Forums	Moderation	Need to determine who will moderate the forums during the Beta phase – including Support	x		
	Surveys	Should use the Beta release as a means to survey users regarding User Forum categories and interests			
	RSS Feeds	Do we want to enable for the Beta?			
	Aeroclubs	Are these added as a list in the Forums section? Need to determine which pahse to make this available			

Media Player	ESRB	Can we put a static ESRB logo onto the payer to negate having to show as a pre-roll before each video?			
User Selection	Beta Users	Need to understand process for WHO is using the game and beta site			
Flight Log	My Flight Log	Need to work with the Dev team to specifically figure out the data that needs to be passed from the game to the website			
	Community Stats	Need to work with the Dev team to specifically figure out the data that needs to be passed from the game to the website			
	Multi-Player	Need to determine what multiplayer data gets delivered to users (including invitations to meet and play with others)			
Homepage Content	Screen shots	Need to determine when and how to add user generated screenshots to the site			
Marketplace	Beta	No Marketplace integration planned for Beta … do we need?			
Social	Features	None planned for Beta. Do we want links?			
Mobile	Site	None planned for beta			
Process	Sprints + Testing	Do we want to align the game dev/test team sprints and schedules to the website development schedule?			

Phase 2 Milestones Timeline

Phase 2 Milestone Schedule

No.	Milestone	End Date	Responsibility
1	**Launch Beta Site**	**Feb-16-2011**	
	Update regularly	**TBD**	
	Communications Rhythm	**TBD**	
	Analytics reports & reviews	**TBD**	
	Surveys (?)	**TBD**	

	Periodic site updates to test features and responses	**TBD**	
	Forum moderation	**TBD**	
2	**End Beta**	**May-6-2011**	
3	Beta Findings Postmortem	**TBD**	

Phase 3: Free Trial Site

The site will launch approximately 5/6 with the offer to download a Free Trial version of Microsoft Flight.

Goals

Following are goals for the Free Trial site:

- Serve as official site and entry point for all things MS Flight.
- Engage users with the game value propositions and elicit trust.
- Get users to download the Free Trial.
- Engage and interact with users to begin to form long-lasting and sustainable relationships and communities.
- Interest users in the RTW release of the game as well as add-ons and additional features and experiences.
- Get feedback from users and try incremental changes in preparation for RTW site launch.

Metrics

TBD

- Total visitors?
- CTA click-through rates
- Free Trial download stats?
- Time on videos?
- Community stats usage?
- Personal game data usage?
- Category/content usage?
- Forum participation, categorization, usage?
- Ad click-through?

Users

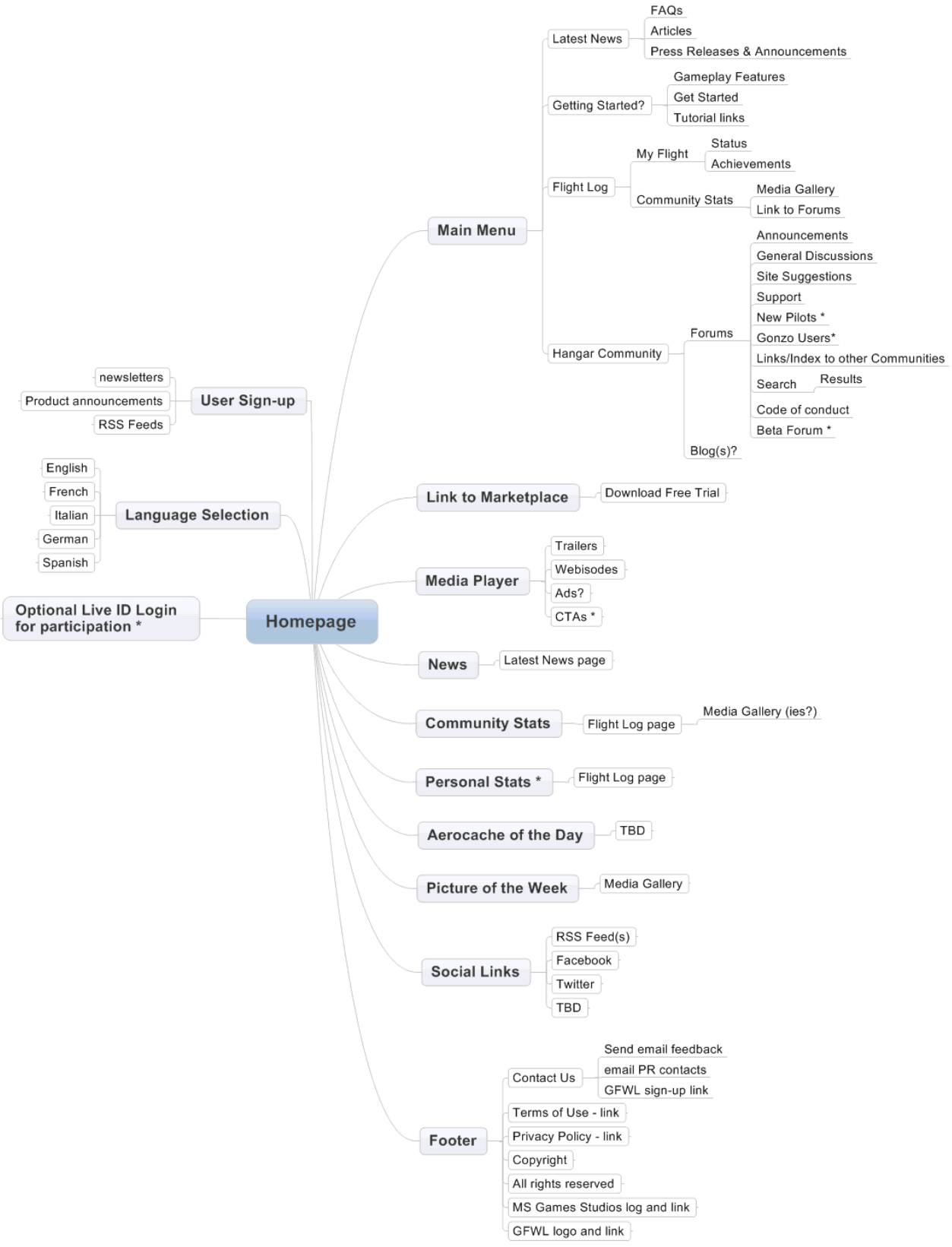
The site will primarily target the PC User (casual gamer). We want the site to be visually fun, exciting and informative (but not too “heavy” in data). Content will be factually correct and precise (to appeal to the Gonzo users) but, lightness of design and CTAs will appeal to the broadest audience possible.

Features and Content

The site will be built upon the Beta version of the site. Beta usage data will inform the changes, additions and modifications to the site. In addition, we will be serving a much broader community in the Free Trial version of the site. This will necessitate the following changes:

- Multiple Languages: English, French, Italian, German, Spanish versions of the site.
- Broader forums to cater to unique audience segments.
- Clear Calls to Action (CTA) areas on the homepage to encourage specific behaviors and interests.

The following sitemap provides a quick view of potential content and categorization on the Free Trial site.


Homepage
Main Menu
Latest News
FAQs
Articles
Press Releases & Announcements
Getting Started?
Gameplay Features
Get Started
Tutorial links
Flight Log
My Flight
Status
Achievements
Community Stats
Media Gallery
Link to Forums
Hangar Community
Forums
Announcements
General Discussions
Site Suggestions
Support
New Pilots *
Gonzo Users*
Links/Index to other Communities
Search
Results
Code of conduct
Beta Forum *
Blog(s)?
User Sign-up
newsletters
Product announcements
RSS Feeds
Language Selection
English
French
Italian
German
Spanish
Optional Live ID Login for participation *
Link to Marketplace
Download Free Trial
Media Player
Trailers
Webisodes
Ads?
CTAs *
News
Latest News page
Community Stats
Flight Log page
Media Gallery (ies?)
Personal Stats *
Flight Log page
Aerocache of the Day
TBD
Picture of the Week
Media Gallery
Social Links
RSS Feed(s)
Facebook
Twitter
TBD
Footer
Contact Us
Send email feedback
email PR contacts
GFWL sign-up link
Terms of Use - link
Privacy Policy - link
Copyright
All rights reserved
MS Games Studios log and link
GFWL logo and link

Site Functionality

Note: The following NEW functionality builds upon features and functions already described in the Beta site requirements.

Back-end Functionality

1. Live ID integration
    a. Permissions levels
        i. Unauthenticated User (Public) - Content available to everyone.
        ii. Live User - Logged on with Windows Live ID (hasn't downloaded Game).
        iii. Live User + GamerTag - Logged on with LiveID (has downloaded Game).
        iv. Beta User - Same as #3 above with additional access to "Beta" content such as Forum dedicated to Beta users etc.
2. User Sign-up
    a. Newsletters
    b. Product announcements
    c. RSS Feeds
3. Localization support (XML schema)
    a. Folder structure and templates for localization.
    b. Localize in the following languages:
        i. French
        ii. Italian
        iii. German
        iv. Spanish
4. Pictures / Media from Game: TBD
    a. Determine how users can quickly take images (possibly data-based motion files) and output for use on website.
    b. Additional XLSP changes?
    c. Where should the files and info live (media gallery? Blog?)
    d. Can motion files be rendered into movie files?
    e. YouTube and other sharing sites?

Front-end Functionality

1. Language Selection:
    a. French
    b. Italian
    c. German
    d. Spanish
2. Main menu bar:
    a. Latest News includes Articles
    b. Flight Log: Community Stats
        i. Includes links to Media Gallery
    c. Hangar Community (Forums)
        i. Includes new User Group segments:
            1. New Pilots
            2. Gonzo Users (name TBD)
            3. Others TBD

ii. Can include Blogs
1. TBD (who/how)

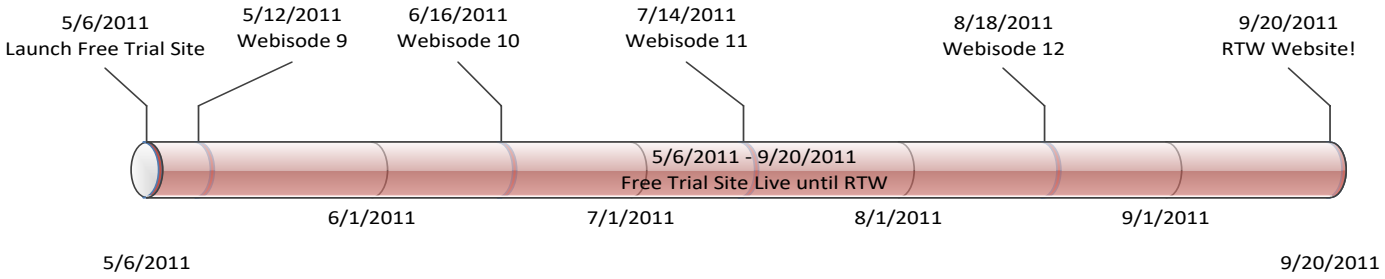
3. Silverlight Media Player
   a. Add Rotating CTAs based on user profile:
      i. Everyone
      ii. Has GFWL account and Gamer Tag but, not downloaded
      iii. Downloaded Free Trial
   b. Add Static content CTA area onto the player. Will include a link to Download the Free Trial.
   c. Can include pre-roll/post-roll ad in the player media
   d. Can include additional static ads on player
4. Link to Marketplace to download the game Free Trial
5. Sign up:
   a. Newsletters
   b. Product announcements
   c. RSS feeds
6. Social Links:
   a. Link to Official Flight Facebook page
      i. Need to start Official Page
      ii. Can start collection of links to fan pages
      iii. Can start official "Malia" page (Twitter as well)?
   b. Link to Official Twitter page?
   c. RSS links
7. Community Stats: Can add gallery page with Media an user generated photos
8. Picture of the Week: can add ability of players to add pictures to Gallery.
   a. TBD – whether this functionality is included in the Game?
9. Footer: Remains the same

Phase 3 Open Issues

Area	Feature	Description/Issue	Must Have	Nice to Have	Nope
Forums	Moderation	Need to determine who will moderate the forums	x		
	Surveys	In this phase?			
	RSS Feeds	What content? Where?			
	Aeroclubs	Are these added as a list in the Forums section? Need to determine which phase to make this available			
Media Player	Rotating media in player	Suggest 3 possible states for rotating particular ads into primary media space: 1. No Live ID or Gamer Tag; 2. Yes=ID/Tag No=download; 3. Yes=download			
	Still Ads	Can add latest messaging and sales pitches on player to influence CTA responses			
Social	Facebook	Recommend creating and official page at this			

		phase			
		Malia Page : Recommend creating a Facebook page for Malia (in her voice) and testing for user responses, fans, etc.			
	Twitter	Recommend an official team acct. Also recommend a Malia account and testing.			
Content Management System	Which	How to best update the site?			
		How to best publish the site?			

Phase 3 Milestones Timeline



Phase 3 Milestone Schedule

No.	Milestone	End Date	Responsibility
1	**Launch Free Trial Site**	**May-6-2011**	
	Update regularly	**TBD**	
	Communications Rhythm	**TBD**	
	Analytics reports & reviews	**TBD**	
	Surveys (?)	**TBD**	
	Maintenance/Support/Updates	**TBD**	
2	**End Site**	**Sept-20-2011**	

Phase 4: RTW Site

The site will launch approximately 9/20 with official release of Microsoft Flight.

Goals

Following are goals for the RTW site:

- Serve as official site and entry point for all things MS Flight.
- Engage users with the game value propositions and elicit trust.
- Provide news and related information to the interested community.
- Get users to buy the product and contribute to the community.
- Engage and interact with users to begin to form long-lasting and sustainable communities.
- Interest users in add-ons and additional features and experiences.
- Provide users with information on partner products and new product information.
- Elicit feedback for future game upgrades, improvements and editions.

Metrics

TBD

- Total visitors?
- CTA click-through rates
- Product download stats?
- Ad effectiveness?
- Time on videos?
- Community stats usage?
- Personal game data usage?
- Category/content usage?
- Forum participation, categorization, usage?
- Ad click-through?
- CTA site placement?

Users

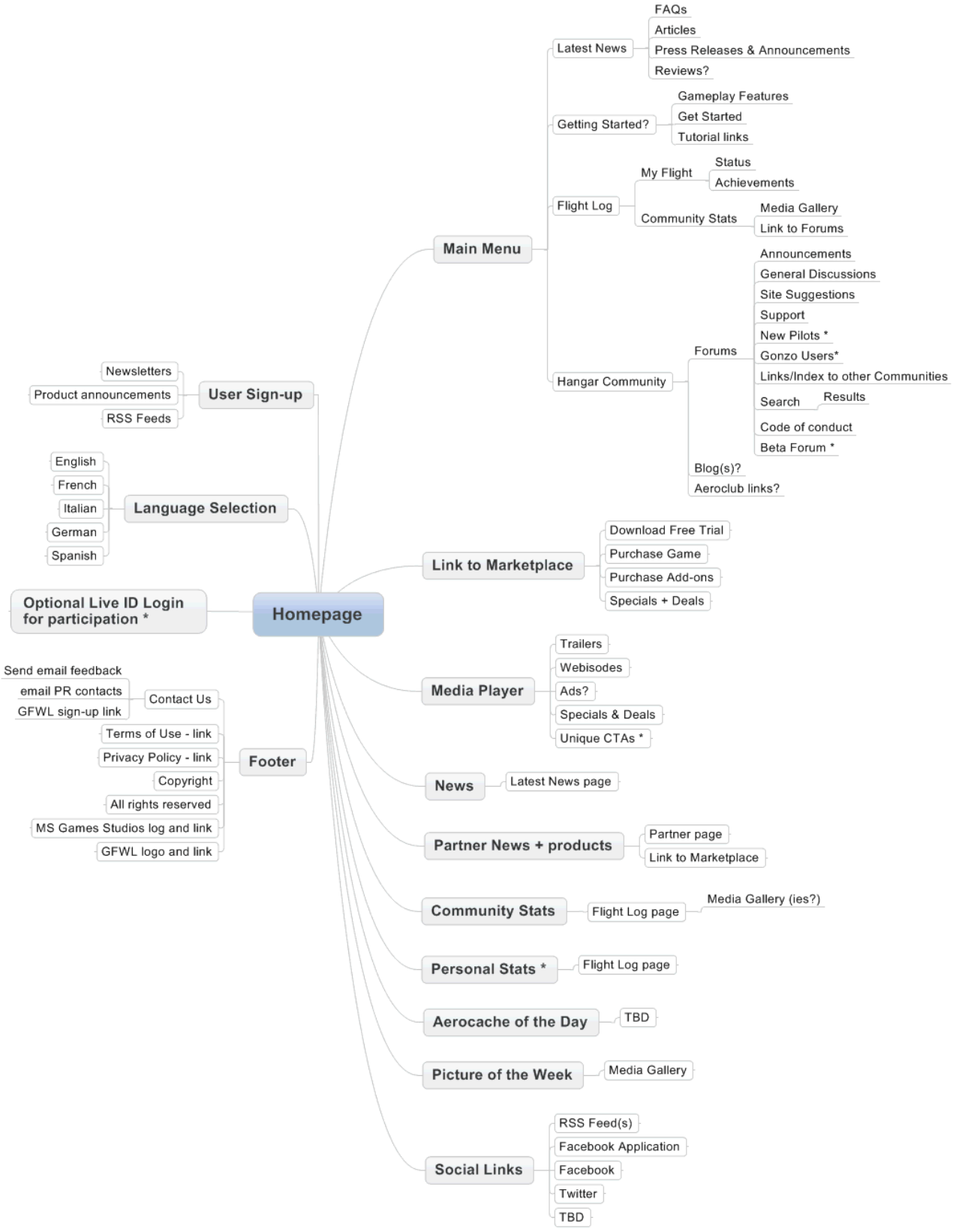
The site will primarily target the PC User (casual gamer). We want the site to be visually fun, exciting and informative (but not too “heavy” in data). Content will be factually correct and precise (to appeal to the Gonzo users) but, lightness of design and CTAs will appeal to the broadest audience possible.

Features and Content

The site will be built upon the Free Trial version of the site. Free Trial usage data will inform the changes, additions and modifications to the site. This will necessitate the following changes:

- Full Marketplace integration.
- Partner information, ads, news

The following sitemap provides a quick view of potential content and categorization on the RTW site.


Homepage
Main Menu
Latest News
FAQs
Articles
Press Releases & Announcements
Reviews?
Getting Started?
Gameplay Features
Get Started
Tutorial links
Flight Log
My Flight
Status
Achievements
Community Stats
Media Gallery
Link to Forums
Hangar Community
Forums
Announcements
General Discussions
Site Suggestions
Support
New Pilots *
Gonzo Users*
Links/Index to other Communities
Search
Results
Code of conduct
Beta Forum *
Blog(s)?
Aeroclub links?
User Sign-up
Newsletters
Product announcements
RSS Feeds
Language Selection
English
French
Italian
German
Spanish
Optional Live ID Login for participation *
Footer
Contact Us
Send email feedback
email PR contacts
GFWL sign-up link
Terms of Use - link
Privacy Policy - link
Copyright
All rights reserved
MS Games Studios log and link
GFWL logo and link
Link to Marketplace
Download Free Trial
Purchase Game
Purchase Add-ons
Specials + Deals
Media Player
Trailers
Webisodes
Ads?
Specials & Deals
Unique CTAs *
News
Latest News page
Partner News + products
Partner page
Link to Marketplace
Community Stats
Flight Log page
Media Gallery (ies?)
Personal Stats *
Flight Log page
Aerocache of the Day
TBD
Picture of the Week
Media Gallery
Social Links
RSS Feed(s)
Facebook Application
Facebook
Twitter
TBD

Site Functionality

Note: The following NEW functionality builds upon features and functions already described in the Free Trial site requirements.

Back-end Functionality

1. Marketplace Integration: TBD
2. Media from Game: TBD

Front-end Functionality

1. Main menu bar:
    a. Latest News includes Reviews of MS Flight
    b. Hangar Community (Forums)
        i. Includes new User Group segments based on Free Trail site data
        ii. Include Blogs TBD (who/how)
        iii. Should we add Aeroclub links to Forums?
2. Silverlight Media Player
    a. Add Special Deal ads
3. Link to Marketplace to for integration
    a. Buy
    b. Free trial
    c. Add-ons
    d. Specials and Deals
4. Partner Page: add page for partners and add-ons:
    a. More info about new products than provided in summaries in Marketplace
    b. New product releases, announcements, etc.
5. Social Links:
    a. Add Facebook application
        i. Users click link to have Flight Stats and level (info TBD) added to their Facebook page automnatically.
6. Community Stats:
    a. TBD Media Galleries
7. Footer: Remains the same

Phase 4 Open Issues

Area	Feature	Description/Issue	Must Have	Nice to Have	Nope
Forums	Groups	Add new based on user data to date	x		
	Aeroclubs	Should we add to forums as links? Separate forums?			
Partner Page	Content	How to best collect one database of partner news that can be used to populate: summary in Marketplace and additional information on the Flight site.			

Social	Facebook Application	What should be on the application and how should we promote? Support?			