

SHOTCUT™

CLIENT | CRICKET AUSTRALIA

2019 MYCRICKET LIVE SCORE APP + WEBSITE LAUNCH | E-LEARNING RESOURCES



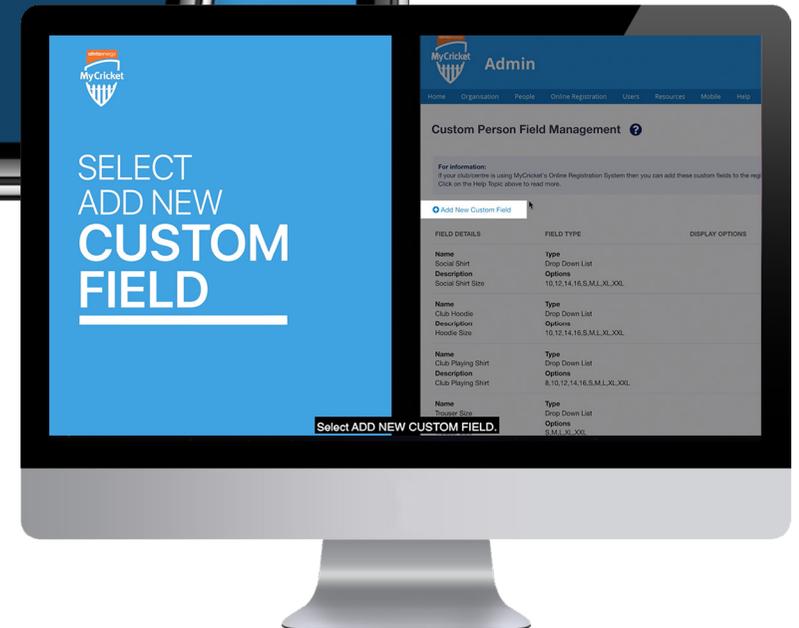
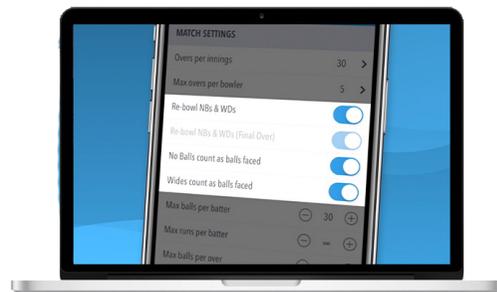
CHOOSE VIEW/EDIT SCORECARD



01

02

03



SELECT ADD NEW CUSTOM FIELD

Select ADD NEW CUSTOM FIELD.

01 MyCricket Live Score App '*Editing A Previous Innings*' on mobile device **02** MyCricket Live Score App '*Stage 1*' on laptop
03 MyCricket website '*Custom Questions*' on desktop *Click images to view content.*

A. MYCRICKET PLATFORM

Cricket Australia have partnered with InteractSport to provide a national cricket management program, MyCricket. MyCricket gives community cricket the opportunity to manage players, competitions, statistics, and their own website to streamline operations.

SHOTCUT were asked to create multiple training video sets accessible to all MyCricket users to assist with user learning and frequently asked questions.

B. CONTENT STRATEGY

SHOTCUT's content strategy was to develop short training videos that were easily viewed and understood in a single viewing while users were on the MyCricket platform. An emphasis on real-time learning was a key factor when producing the scripts for each topic. Focused visuals with clear and concise messaging allow viewers to not feel overwhelmed when learning the new features and functionality of the website.

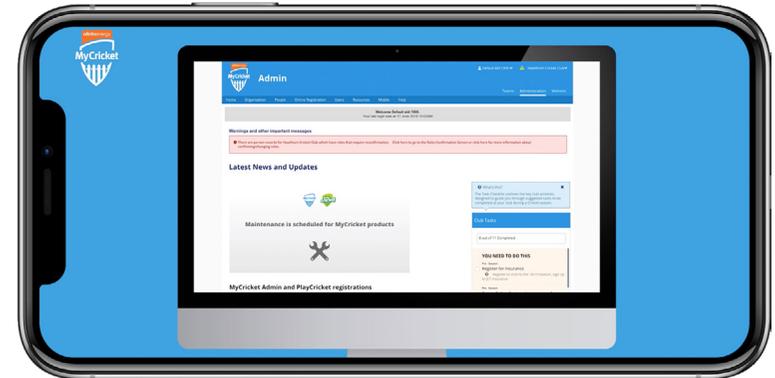
Each video outlined a clear set of instructions to perform a basic task, steering clear of any additional information that wasn't specifically needed for the job at hand. This encouraged users to explore more features and options themselves after learning the basics from the content produced, rather than trying to teach everything in longer and more complicated clips which could run the risk of losing viewers.

C. DESIGN

All instructional content was screen/mobile captured and then housed inside different viewing devices. It was important to not only highlight every individual instruction on the device itself, but to also add additional text messaging on screen to aid learning. To avoid the screen looking overcrowded, we opted to have the device move into different positions, as well as zoom in/out when key points needed to be emphasised.

The combination of large text, focused framing and easy to understand scripting was a three-pronged strategy intended for single view learning. This design also allowed multi-device viewing (desktop, laptop, tablet & phone) crucial for users wanting to use the videos to work through a task while using the MyCricket website on another device.

04 MyCricket website '*Invoice Management*' on desktop **05** MyCricket Live Score App '*Scoring No Balls*' on mobile device
06 MyCricket website '*Registration Dashboard*' on mobile device *vvClick images to view content.*





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