

PROJECT DOCUMENTATION

F4F — Project Scope

Amended & Approved — Phase 1 Build

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Prepared for	Trickle Development Team
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Table of Contents

F4F — Project Scope (Amended & Approved)

1. Project Overview

What Makes This Platform Different

2. Objectives & Goals

Primary Objectives

Performance Goals

3. Target Audience

3.1 Normal Users (Content Consumers / The F4F Passport)

3.2 Business Owners (Directory Clients)

3.3 Administrators (Internal Team)

4. Functional Requirements

4.1 User Account System (The F4F Passport)

4.2 Content Publishing (CMS)

4.3 Categories & Taxonomy

4.4 Training Page (Enhanced)

4.5 Injury Page (New — Major Feature)

4.6 Engagement Features

4.7 Comments

4.8 TipTrick Training Module

4.9 Business Directory (Major Commercial Use Case)

4.10 Analytics Module

4.11 Video Section

4.12 User Dashboard (The Passport)

4.13 Business Owner Dashboard

4.14 Admin Panel

4.15 First-Party Data Capture & Activation (The F4F Passport)

4.16 User-Submitted Media & Template System

5. In Scope — What Is Being Built (Phase 1)

6. Assumptions & Constraints

7. Directory: Full Technical Specification

7.1 Feature & Tier Matrix

7.2 Listing Profile Page (UI Requirements)

7.3 Search & Navigation

7.4 Subscriptions & Payments

7.5 Complimentary Listings (Admin-Created)

7.6 Invite Links (Database Partnership Discount & Attribution System)

7.7 Custom Offers (Tier 3 Direct Sales)

7.8 Verification & Review Workflow (Tier 2+)

7.9 Save & Share Engine

7.10 Database Partnership Module

8. Infrastructure & Production

Appendix A: The Locked Directory Taxonomy (129 Subcategories)

Vertical 1: Health, Development & Performance (32 subcategories)

Vertical 2: Equipment & Kits (16 subcategories)

Vertical 3: E-Learning & Courses (14 subcategories)

Vertical 4: Academies & Clubs (17 subcategories)

Vertical 5: Professional & Other Services (25 subcategories)

Vertical 6: Apps, Digital & Tech (16 subcategories)

Vertical 7: Media & Fan Experiences (9 subcategories)

Appendix B: Stripe Architecture Quick-Reference

Appendix C: F4F Passport Data Model (Expanded)

C.1 Core Identity & Profiling Entities

C.2 Parent-Child Account Relationships (My Network)

C.3 Directory Intent & Commercial Tracking

C.4 UGC Product Reviews

C.5 Ring-Pull & Benefits

C.6 Push Notifications

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1. Project Overview

Football4Football is an established football community platform serving millions of users across multiple audience types — players, coaches, parents, and fans. The platform provides premium football content, a business directory, and interactive community features.

This project is a full modernisation — a complete rebuild from the ground up.

The new platform will be built as a **Modular Monolith** — a single cohesive application internally organised into clean, independent modules (CMS, Directory, Analytics, Video, etc.).

What Makes This Platform Different

Football4Football is a **bespoke, AI-enabled football knowledge platform** — and that distinction matters.

Created, not curated. Content on Football4Football is original — written, produced, and published by the F4F editorial team and verified football experts. This is not an aggregator just pulling in content from elsewhere. It is a destination platform where players, coaches, parents, and fans come for content they cannot find anywhere else.

AI-enabled, not AI-replaced. The platform's AI layer is designed to make the experience smarter for the user and more valuable for the business — without replacing the human expertise at the heart of the content. Specifically, AI adds value by:

- Personalising the content feed based on a user's profile, behaviour, age group, and declared preferences.
- Surfacing the right article to the right user at the right moment (e.g., a U-15 player who plays in midfield gets training content relevant to their position and age).
- Powering product and service recommendations based on declared user data (boots worn, drinks consumed, position played, age group).
- Enabling the Directory to match users with relevant local businesses based on their profile.
- Analysing content engagement patterns to help editors understand what content drives the most value.

Data as a strategic asset. Users tell F4F who they are — their age, position, level, what boots they wear, what they drink, what equipment they use. This declared first-party data is the foundation for personalisation, for targeted directory matching, and for commercial partnerships with brands. This is a significant and growing competitive advantage.

2. Objectives & Goals

Primary Objectives

#	OBJECTIVE	DETAIL
1	Modernise the tech stack	Rebuild from a 2017-era codebase to a modern 2026 production-grade system.
2	Unify responsive design	Replace 3 separate layout templates with a single fully responsive design.
3	Improve content creation	Replace legacy TinyMCE with TipTap — block-based editor with drag-and-drop and structured JSON storage.
4	Upgrade the directory	Full approval workflow, Stripe subscription billing, business owner analytics, and Database Partnership revenue-share integration.
5	Build a proper analytics engine	Block-level content performance, revenue tracking, real-time dashboards, and exportable reports.
6	Introduce a video section	Dedicated YouTube-style video section for logged-in users.
7	Launch user & business dashboards	Personalised home for users; full listing and subscription control for business owners.
8	Enable AI-powered personalisation	Use declared user data to power content recommendations, product matching, and commercial intelligence.
9	Capture and activate first-party data	Build structured data capture (boots, drinks, equipment, position, age) via the F4F Passport to power personalisation and brand partnerships.
10	Build high-traffic content experiences	The Training and Injury pages are flagship content destinations — designed to drive organic traffic, increase time on site, and maximise retention.

Performance Goals

METRIC	CURRENT STATE	TARGET
Page load speed	Slow on mobile	Under 2.5 seconds on all devices
Mobile experience	Separate limited mobile site	Fully responsive, single design
Admin editing speed	Slow TinyMCE	Instant drag-and-drop block editor
Directory sign-up	Manual, fragmented	Streamlined 4-step workflow with payment
Analytics visibility	Very limited	Full real-time dashboard with export

3. Target Audience

The platform serves **five distinct user types**, each with their own registration path, experience, and dashboard.

3.1 Normal Users (Content Consumers / The F4F Passport)

- **Players:** Grassroots to Elite footballers seeking training, nutrition, equipment, and injury content.
- **Coaches:** Youth and adult coaches looking for guidance, insights, and professional development.
- **Parents:** Parents of young players seeking safety, nutrition, equipment, and validated supported guidance for their child's participation.
- **Fans:** Football enthusiasts who enjoy authentic opinions and behind-the-scenes content.

They can read articles, watch videos, vote in polls, enter competitions, save content, leave comments, and receive a personalised content feed. Age classification applies — under-16 users have restricted access to certain content and data fields.

3.2 Business Owners (Directory Clients)

Football-related businesses (physios, academies, coaches, equipment suppliers, nutritionists) who pay a subscription to be listed in the F4F Directory. They manage their listing, services, payments, and view listing analytics from a dedicated dashboard.

3.3 Administrators (Internal Team)

- **Admin:** Full access — users, content, directory, payments, analytics, settings, body part taxonomy, and Founding Listings creation.
- **Editor:** Content creation and management only.
- **Freelancer / Intern:** Restricted CMS access. Can view all existing content across all types, but can only create and save drafts. Cannot publish directly unless an Admin explicitly grants them publish permissions on a per-user basis.
- **SEO:** Read-only analytics and reporting.

Custom roles with granular permission assignment can also be created by the Admin.

4. Functional Requirements

4.1 User Account System (The F4F Passport)

The F4F Passport is the user account system and central data engine, replacing the legacy “My Football” dashboard concept.

- Single registration for users.
- Email verification on registration and Social login (Google, Facebook, LinkedIn).
- Role-based login redirects and Forgot password / reset flow.
- **Two-Step Onboarding:** Step 1 captures email/SSO and GDPR consent. Step 2 asks a single visual question: “Who are you in the game?” (Player, Parent, Coach, Fan).
- **Progressive Profiling:** The user profile is enriched silently through interaction with polls, competitions, Directory intent logging, and UGC reviews.

- **Registration Triggers:** Gated content, interactive elements, UGC review submission, and the Ring-Pull Discount Scheme (clicking “Reveal Discount Code” on Tier 2/3 directory listings).
- **Passport Dashboard UI (Phase 1):** The user profile page must include 6 functional sections:
 1. **The Identity Card:** Role, Age Group, Playing Level, and Completion Score progress bar.
 2. **Current Setup Locker:** Active equipment (Boots, GPS, Supplements). CRM logs a “Brand Switch” event on updates.
 3. **The Status Indicator:** Active injury status or primary training focus (drives content personalisation).
 4. **“My Benefits” Wallet:** Active Ring-Pull discount codes, lifetime savings tracker, and Tester Progress bar (requires 80%+ completion).
 5. **“My Content” Hub:** Content preferences, saved assets, and UGC Management (submitted reviews).
 6. **“My Network” Function:** Parents can add multiple children to capture demographic data under parental consent. Coaches get a Content & Resource Organiser for squad folders.
- **Age-Up Workflow:** Dual age threshold for child profiles managed under “My Network”:
 - **Age 13 (Account Independence):** System triggers workflow notifying parent and inviting child to claim their profile as an independent Passport account (migrating data and capturing fresh GDPR consent).
 - **Age 16 (Content Unlocking):** Threshold for unrestricted content access (e.g., supplement data).

4.2 Content Publishing (CMS)

- Block-based article editor (TipTap) with drag-and-drop and 25+ block types. *(Note: F4F to review TipTap Pro requirements for interactive blocks).*
- Article metadata: title, slug, category, tags, level, user group targeting, SEO fields.
- Access control per article: free or premium (Sign-Up Wall).
- Age-restricted content flagging.
- Featured, sponsored, watch/read article types.
- Publication scheduling and duplicate functionality.
- Image management: main, square, teaser, gallery images stored on AWS S3.
- Full-text search via Algolia or the like.
- Homepages/Related/Latest/Featured curation — admins manually control article placement.
- **Content-Directory Flywheel:** CMS must allow editors to embed dynamic Directory CTAs within editorial content (e.g., pulling local Tier 3 Physios into an ACL injury article).

Content block types:

- **Basic:** Headings, Paragraphs, Bold, Italic, Lists, Blockquote, Code, Links, Tables.
- **Media:** Images, YouTube embed, Video embed, PDF embed, Animated image, Gallery.
- **Interactive:** Poll, Competition, Survey, Signup link, Signup popup.
- **Structured:** Section title, Top Ten, Pro/Con comparison, Article card, Info box, Opinion block, Tweet/Facebook embed.
- **Sports-specific:** Match stats block, League table, Player profile card, Team card.

4.3 Categories & Taxonomy

- Top-level categories: Training, Injuries, Nutrition, Equipment, Extra Time.

- Subcategories (tags) nested per category.
- Playing Level taxonomy for Player-type users (Grassroots / Amateur / Scholar / Academy / Semi-Pro / Pro) — used for content filtering and audience segmentation.
- User group targeting per article.
- Admin-selected trending tags.
- Subcategory banner images.

4.4 Training Page (Enhanced)

The Training page is a flagship content destination — one of the primary drivers of organic traffic and user retention on the platform.

- Dedicated Training hub page with its own design treatment — distinct from a standard category listing.
- Content filtered and surfaced by **position** (goalkeeper, defender, midfielder, forward), **age group** (youth, senior), and **playing level**.
- Deep integration with the** Tactical Training Module** — the interactive formation and position content is surfaced directly within the Training hub.
- Training content is linked to **user profile data** — a logged-in player who has declared their position and age group will see training content personalised to them automatically.
- Admin can curate and pin featured training content at the top of the hub.
- Training content supports the full range of block types including video embeds, drills, and pro player tips.

4.5 Injury Page (New — Major Feature)

The Injury page is one of the most commercially and editorially significant pages on the platform. It is designed to be a high-traffic, highly interactive destination — not a standard article listing.

- **Interactive Body Map:** A visual, clickable diagram of the human body (front and back view). Users click on a body part (e.g., knee, ankle, hamstring, shoulder) to navigate directly to injury content for that area.
- **Body part taxonomy:** Injuries are tagged and categorised by specific body part. Each body part has its own landing page aggregating all relevant articles, videos, and expert advice.
- **Injury content types:** Each body part section surfaces: prevention articles, recovery guides, video content, expert tips, and **relevant directory listings** (e.g., physios, sports therapists).
- **User-aware content:** Logged-in users who have declared their position or age group are shown injury content most relevant to their role.
- **Injury History Capture:** The registration prompt on this hub must capture “Current/Past Injuries” as a Passport data point.
- **Admin management:** Body parts and their associated content can be managed from the Admin panel. New body parts can be added; content linked to each.

4.6 Engagement Features

- **Polls:** Multi-option, embeddable, guest + user voting, IP duplicate prevention, results chart, Excel export. (Votes enrich the user’s Passport).
- **Competitions:** Referral tracking, guest-to-registration pipeline, participant export.
- **Comparisons:** A vs B vs C voting with image support, export.

- **Top Tens:** Ranked lists with agree/disagree voting, live counts.
- **Social:** Social post embeds in articles, as well as social sharing of articles.

4.7 Comments

Nested comment threads, profanity filter, Like/Dislike reactions, admin moderation queue, admin can post as 'Football4Football'.

4.8 TipTrick Training Module

- Admin builds football formations on an interactive pitch diagram.
- Each position links to articles featuring legendary and current professional players.
- Audience filter: Youth / Senior / Parents & Coaches.
- Frontend: interactive pitch — users click a position to see relevant content.

4.9 Business Directory (Major Commercial Use Case)

The Directory is a core commercial pillar of the platform. Football-related businesses pay to be listed and found by a highly targeted, engaged football audience.

CRITICAL: The Locked Taxonomy The Directory architecture is strictly locked at **129 subcategories across 7 verticals**. The database schema, mega-menu navigation, and SEO-indexed subcategory pages must be built against this 129-category architecture.

Features:

- Public directory with search and location filter (Google Maps).
- Business profile: name, description, 1–4 services, location, contact, images.
- Admin approval workflow before listing goes live.
- Stripe subscription billing (monthly and yearly). The architecture must be Connect-compatible from day one to accommodate future booking engine phases.
- Listing visibility tied to subscription status: Active → visible; Cancelled/Expired → hidden.
- **Three Fixed Paid Tiers:** Standard (£9.99), Verified (£25), Partner (£149+).
- **Complimentary Listings (Admin-Created):** The Admin panel must support three distinct complimentary listing types: **Founding Listing**, **Partner Listing**, and **CSR Listing**. These bypass Stripe entirely. The admin can individually toggle features on or off for each listing. All complimentary listings are subject to an automated 12-month review period and can be upgraded to a paid tier.
- **Database Partnership Module (Formerly League Partner):** The Directory must include an Invite Link generator with postcode validation. A backend report calculates the quarterly revenue share owed to Database Partners based on active paid listings within their geographic footprint. **Only Partner Listings and CSR Listings are eligible for revenue share payouts.** The payout operates on a three-tier volume threshold: 2.5% at launch, rising to 5% when the region hits 50 active paid listings, and 10% at 100 active paid listings.
- **Save & Share Attribution:** Users can save listings to their Passport. The “Share” button must generate links pointing to the **F4F listing page** (never the external business website) and must automatically append UTM parameters to track organic advocacy. Open Graph meta tags must be configured for all shared links.
- Business testimonials.
- Business owner dashboard with listing management, subscription control, and analytics.

4.10 Analytics Module

Content, engagement, block-level, user behaviour, revenue, and real-time analytics with CSV/Excel export and scheduled reports. All CTA button clicks (Call, Email, Book, Save, Share) must fire custom events to the Analytics Module.

4.11 Video Section

Admin video library, member-only browsing, videos embeddable in articles, public share links.

4.12 User Dashboard (The Passport)

Replaced by the F4F Passport UI (see Section 4.1). Includes Identity Card, Setup Locker, Status Indicator, Benefits Wallet, Content Hub, and My Network.

4.13 Business Owner Dashboard

Listing management, subscription management, payment history, listing analytics (including Save and Share counts for Tier 3), notifications.

4.14 Admin Panel

All existing admin capabilities plus: body part taxonomy management for the Injury module, Founding Listings creation, and Database Partnership Invite Link generation.

4.15 First-Party Data Capture & Activation (The F4F Passport)

This is a strategic differentiator for Football4Football. Users voluntarily declare rich personal data as part of their profile. This data is used to personalise their experience and represents significant commercial value.

Data captured at registration and profile:

- Age and age group (under 16 / over 16; youth / senior).
- Playing position.
- Playing level — enum, Players only: grassroots / amateur / scholar / academy / semi_pro / pro . Self-declared at registration; updatable at any time via profile. Drives content personalisation and commercial audience segmentation.
- User type (Player, Coach, Parent, Fan).
- Location.
- Past Injuries (captured via the Injury Hub).

Extended profile data (declared over time via progressive profiling):

- Football boots brand and model currently worn.
- Sports drinks / nutrition products consumed.
- Equipment used (shin pads, gloves, training gear).
- Favourite club / team.

How this data is used:

DATA	HOW IT'S USED
Age + position	Personalises training content, injury content, and TipTrick formations.

DATA	HOW IT'S USED
Boots brand	Enables brand-relevant content recommendations (e.g., Nike boot reviews surfaced to Nike wearers).
Location	Matches users to nearby Directory listings (physios, academies, coaches).
Nutrition products	Enables nutrition content personalisation and future brand partnership targeting.
Equipment	Enables equipment content personalisation and commercial recommendations.
All data combined	Powers the AI recommendation engine and commercial intelligence reporting.

Commercial application:

- F4F can report to brands (e.g., Nike, Adidas, Lucozade) on the demographic breakdown of their product users within the platform's audience.
- This creates a direct data-driven advertising and partnership proposition — not reliant on third-party cookies or ad networks.

4.16 User-Submitted Media & Template System

To maintain visual consistency and brand symmetry across user-generated content, F4F provides users with structured image templates. Users contribute their own photos within those templates rather than uploading freeform images.

How it works:

- Admin creates and manages a library of branded image templates (e.g., “Boot of the Week”, “My Training Kit”, “Match Day Setup”).
- Users select a template and receive pre-populated guidance text explaining what image to upload and in what format.
- The platform composites the user image within the template frame, maintaining consistent visual style across all user submissions.
- Submitted images can be featured on relevant content pages, category hubs and filtered reviews. E.g - Nike-boot-reviews-by-U15-midfielders.
- Admin can approve, reject, or feature user submissions.

Why this matters:

- Drives user engagement and community contribution.
- Generates platform-specific content at scale without editorial resource.
- Creates a visual data layer — F4F can see (and act on) which products users actually use.
- Provides authentic social proof content linked to real user profiles and declared data.

5. In Scope — What Is Being Built (Phase 1)

Platform Foundation: Laravel 12 + React 19 application, unified authentication, RBAC, social login, age classification.

Content System (CMS): TipTap block-based editor, 25+ block types, article CRUD with full metadata, Algolia search, homepage curation.

Training Hub (Enhanced): Dedicated Training hub page with position, age group, and difficulty filtering. TipTrick integration surfaced within the Training hub. Personalised training content based on logged-in user profile.

Injury Hub (New — Major Feature): Interactive body map (clickable front and back body diagram). Body part taxonomy with dedicated landing pages. Injury content (prevention, recovery, video, expert tips, directory links) per body part. User-aware content surfacing based on declared position and age group. Admin body part management.

Interactive Engagement: Polls, Competitions (with referral tracking), Comparisons, Top Tens, Nested Comments, Saved Articles, Guest-to-registration pipeline.

TipTrick Tactical Training Module: Formation builder, interactive pitch diagram, position-to-article linking, audience targeting.

Business Directory (Major Commercial Use Case): Full directory (129 subcategories, 7 verticals) with search and location filter, business profiles, admin approval, Stripe billing, subscription-controlled visibility, Instagram feed, testimonials. **Includes Database Partnership Invite Links (5%/10% rev share), Complimentary Listings (Founding/Partner/CSR), and Save & Share attribution engine.**

Analytics Module: Full custom event tracking, real-time dashboard, content/engagement/user/revenue reporting, heatmaps, export.

Video Section: Admin video library, member-only viewing, embeddable in articles, public share links.

User Dashboard (The Passport): Full Passport UI with 6 functional sections (Identity Card, Setup Locker, Status Indicator, Benefits Wallet, Content Hub, My Network) and Age-Up workflow.

Business Owner Dashboard: Listing management, subscription management, payment history, analytics, notifications.

First-Party Data Capture & Activation (The F4F Passport): Extended user profile (boots, drinks, equipment, position, age, location, injury history). Data used for personalisation, directory matching, and commercial intelligence reporting.

UGC Product Review System: Full UGC product review system with structured rating fields, media uploads, profanity filters, admin moderation, demographic pseudonyms, and “Verified Purchase” flags. *Note: The user-facing Impact Metric Dashboard is Phase 2, but Phase 1 must log all underlying review interaction data (views, helpfulness votes).*

User-Submitted Media & Template System: Admin template library, user image submission within templates, admin moderation and feature workflow, submission galleries on category pages.

AI-Enabled Personalisation Layer: Content feed personalisation based on declared data and behaviour. Product and service recommendations. Directory matching based on user location and profile. Commercial intelligence reporting for brand partnerships.

Design & UI: Modern editorial sports media design, light/dark mode, fully responsive, shadcn/ui.

Infrastructure & Production: GitHub Actions + Forge, daily encrypted backups to AWS S3, Redis, CDN, SSL, Sentry, uptime monitoring.

6. Assumptions & Constraints

#	ITEM	DETAIL
1	Existing data migration	All existing articles, users, and directory listings from the current platform will be migrated.
2	Third-party credentials	Client provides API keys for Stripe, Algolia, AWS S3, Google/Facebook/LinkedIn OAuth before development begins.
3	Stripe account	Client has an active Stripe account configured for subscription billing.
4	Content freeze	No major new content publishing on legacy platform during final migration and go-live phase.
5	Client review windows	Client provides feedback within agreed timeframes at each phase review point.
6	Hosting environment	Laravel Forge-managed server with Redis, MySQL 8, and queue worker support.
7	TipTap	Free/open-source version only — TipTap Pro paid features not included. (<i>F4F to review Pro requirements for interactive blocks</i>).
8	No native mobile app	Responsive web application fully serves mobile users.
9	No AI model training	Platform is AI-ready in architecture; custom model training is a future phase.
10	No collaborative editing	Multi-user live collaborative editing not included in this phase.
11	Image templates	Admin is responsible for creating and maintaining the image template library; template design is included in the UI/design scope.
12	Data commercial use	Use of declared user data for commercial reporting and brand partnerships is subject to GDPR-compliant consent capture at registration and profile setup.
13	Injury body map	The interactive body map will cover the primary football injury areas (lower body, upper body, core). The initial taxonomy of body parts will be agreed with the client before development begins.

#	ITEM	DETAIL
14	Brand partnership reporting	The analytics module provides the data layer for commercial reports; the actual relationship and reporting format with brands (e.g., Nike) is a commercial/business activity outside the technical scope.
15	Phased Delivery	This specification covers Phase 1 only. The architecture (specifically Stripe) must be designed to accommodate Phase 2 (Booking Engine) and Phase 3 (B2B CRM) in future sprints without requiring a database rebuild.
16	Taxonomy Source of Truth	The Directory taxonomy is strictly locked at 129 subcategories across 7 verticals. Appendix A in this document is the sole authoritative reference for the database schema.

7. Directory: Full Technical Specification

7.1 Feature & Tier Matrix

The directory features two primary listing categories: three paid tiers (Standard, Verified, Partner) and three admin-created Complimentary Listing types (Founding, Partner, CSR).

FEATURE	TIER 1: STANDARD	TIER 2: VERIFIED	TIER 3: PARTNER	COMPLIMENTARY LISTINGS (FOUNDING / PARTNER / CSR)
Price	£9.99 / month	£25 / month	£149–£499+ / month	Free (Admin-created)
Min. Commitment	Monthly Rolling	3 Months	3 Months	12-Month Review Period
Core Profile (Bio, Logo, Map)	✓	✓	✓	✓
Image Gallery	✓	✓	✓	Admin toggle
Client Testimonials (Manual)	✓	✓	✓	Admin toggle
Social Media Links	2 channels	2 channels	All channels	Admin toggle
Triple CTA (Call/Email/Book)	✓	✓	✓	Admin toggle
Hero Video	30 seconds	60 seconds	90 seconds	Admin toggle (0 / 30 / 60 / 90 sec)
External Ratings API	✗	✓	✓	Admin toggle
“F4F Vetted & Approved” Badge	✗	✓	✓	Admin toggle

FEATURE	TIER 1: STANDARD	TIER 2: VERIFIED	TIER 3: PARTNER	COMPLIMENTARY LISTINGS (FOUNDING / PARTNER / CSR)
Enhanced Search Priority	✗	✓	✓	Admin toggle
“Verified Only” Search Filter	✗	Appears in results	Appears in results	Admin toggle
Lead Generation Form	✗	✗	✓	Admin toggle
Analytics Dashboard	✗	✗	✓ (Leads/Demographics/Shares)	Admin toggle
Guaranteed Content Integration	✗	✗	✓	Admin toggle

“Admin toggle” means the admin can enable or disable each feature individually when creating or editing a Complimentary Listing. This gives the admin full flexibility to build a custom feature package for each listing rather than being locked to a predefined tier. The Core Profile (Bio, Logo, Map) is always enabled and cannot be toggled off.

7.2 Listing Profile Page (UI Requirements)

- **Hero Video:** Prominent video player with overlay play button.
- **Bio:** Company description, narrative and general info.
- **Images:** Carousel of images client can display.
- **Social Channels:** Links or Images pulled into page.
- **External Ratings:** Feefo, Trust Pilot (or the like) embed dependent on Tier.
- **Verified Badge:** A green tick/checkmark displayed top-right of the hero section for Tier 2+ listings.
- **Triple CTA Bar:** Three distinct, sticky action buttons at the bottom of the profile: Call , E-mail , and Book .
- **Service Delivery Modes:** The profile must display three distinct location data points: Physical Address (full address with integrated Google Maps embed), Remote Services (regions where the provider travels to), and Online Services (digital offerings).
- **F4F Editorial Quote Block:** A distinct, styled block attributed to the relevant F4F editorial team. **This is CMS-managed by F4F Admins per subcategory.**
- **Testimonials Carousel:** A paginated slider for client-inputted quotes.

7.3 Search & Navigation

- **Mega-Menu Dropdown:** The “All Services” navigation must display the 7 verticals as column headers, with the 129 subcategories distributed beneath them.
- **Map-First View:** Search results must feature an interactive map on the right side with pins corresponding to the numbered listing results on the left.
- **Popular Locations Module:** An SEO-driven footer module on search pages linking to regional hubs (e.g., London, North West England).

- **Dynamic Filtering:** Users must be able to filter by location radius, price range, user rating, and specific services offered.
- **Editorial Content Integration:** Every subcategory page must dynamically pull in the latest F4F editorial articles, video interviews, and expert advice related to that specific subcategory.

7.4 Subscriptions & Payments

- **Payment Gateway:** Stripe for recurring monthly subscriptions.
- **Minimum Term:** Tier 1 (Standard) is a monthly rolling contract with no minimum term. Tier 2 (Verified) and Tier 3 (Partner) enforce a 3-month minimum commitment at checkout. After 3 months, the subscription auto-renews monthly until cancelled.
- **Tier Management:** Users must be able to upgrade/downgrade tiers. Downgrades take effect at the end of the current billing cycle.
- **Data Seeding & Claim Workflow:** The system must support programmatic import of public business data (Name, Address, Phone) to pre-populate the directory as “Unclaimed” listings. A “Claim this Business” button initiates the registration and Stripe checkout flow.
- **Automated Data Freshness:** The system must automatically email listees every 90 days to confirm their details are accurate. Confirmed listings receive a “Recently Updated” timestamp.

7.5 Complimentary Listings (Admin-Created)

- **Core Requirement:** An admin dashboard must feature a “Create Complimentary Listing” function. The admin selects the type: **Founding Listing**, **Partner Listing**, or **CSR Listing**. These are free listings subject to a 12-month review period.
- **Workflow:** The admin selects a user account (or creates a new one), logs the start date, and then **toggles individual features on or off** from the full feature set. There is no expiry date and no automated conversion workflow.
- **Feature Toggle UI:** The admin interface must present every feature from the tier matrix as an individual on/off switch (with the Hero Video offering a dropdown: Off / 30s / 60s / 90s). The Core Profile (Bio, Logo, Map) is always enabled and cannot be toggled off.
- **Functionality:** This action creates a listing with the selected features but **bypasses the Stripe payment flow entirely**.

7.6 Invite Links (Database Partnership Discount & Attribution System)

- **Core Requirement:** The system must support unique referral URLs (Invite Links) that automatically apply a discount and attribute the sign-up to a specific Database Partner or F4F direct campaign.
- **Workflow:** The admin generates an Invite Link (e.g., `football4football.com/directory/join/manchester-fa`). The link is configured with:
 - `partner_id` (Database Partner ID, or “F4F” for direct campaigns)
 - `discount_percentage` (10%, 25%, or 50%)
 - `discount_duration` (permanent, or X months)
 - `region_postcodes` (optional geographic restriction)
 - `max_redemptions` (optional usage cap)

- **Postcode Validation:** When a business clicks an Invite Link, they land on a branded sign-up page. If the link has a `region_postcodes` restriction, the system must validate the business's entered postcode against the allowed region before applying the discount. If invalid, the discount is rejected but the user can proceed at standard rates.
- **Stripe Integration:** The applied discount is passed to Stripe as a Coupon attached to the new Subscription.

7.7 Custom Offers (Tier 3 Direct Sales)

- **Core Requirement:** For high-value Tier 3 prospects, the admin must be able to bypass the standard checkout flow and offer a bespoke price.
- **Workflow:** The admin creates a custom Price object in Stripe, generates a Payment Link, and emails it directly to the prospect. The system listens for the `checkout.session.completed` webhook to provision the Tier 3 account.

7.8 Verification & Review Workflow (Tier 2+)

- **Document Upload:** Listees must be able to upload files (PDF, JPG, PNG) for their qualifications, insurance, and safeguarding checks.
- **Admin Review:** An admin queue is required to view these uploaded documents.
- **Status Flag:** The admin must be able to toggle an `is_verified` boolean flag on the listing, triggering the "F4F Vetted & Approved" badge.
- **Closed-Loop Review System:** Only registered F4F end-users can leave reviews. The system must flag accounts that leave an anomalous number of reviews within a short timeframe to prevent review gaming. Listees must have the ability to publicly reply to reviews.
- **UGC Product Reviews:** The platform must support a full UGC product review system with structured rating fields (Comfort, Design, Value for Money, Durability), media uploads, profanity filters, admin moderation, demographic pseudonyms, and "Verified Purchase" flags (via Ring-Pull codes). *Note: The user-facing Impact Metric Dashboard is Phase 2, but Phase 1 must log all underlying review interaction data.*

7.9 Save & Share Engine

- **Save to Profile:** A "heart" or "save" icon on every listing page and search result card. Saved listings are stored on the user's Passport profile page, organised by category.
- **Share Function:** A share button on every listing page generating a link to the **F4F listing page** (e.g., `football14football.com/directory/physiotek`). The shared link must **always** point to the F4F listing — never to the service provider's own website.
- **Open Graph Meta Tags:** Every listing page must have properly configured OG tags (title, description, thumbnail image, F4F branding) so that shared links render a professional preview card on WhatsApp, Facebook, X, and LinkedIn.
- **Share Attribution Tracking:** All shared links must include UTM parameters (e.g., `?utm_source=whatsapp&utm_medium=user_share&utm_campaign=directory`).
- **Listee Value Signal:** Save and share counts are visible in the Tier 3 Analytics Dashboard.

7.10 Database Partnership Module

- **Data Structure:** A table to manage Database Partners (`partner_id`, `partner_name`, `current_rate`, `region_postcodes`, `payout_details`, `manual_override_rate`).

- **Postcode Mapping:** Every listing must capture the business's postcode. A lookup table maps that postcode to the correct Database Partner region.
- **Volume Threshold Logic:** The system must automatically track the number of **active paid subscriptions (Tier 1, 2, or 3)** within each partner's postcode region. The revenue share rate automatically increases based on this volume:
 - **Base Rate:** 2.5%
 - **Tier 2 Threshold:** 5% (triggered at 50 active paid listings)
 - **Tier 3 Threshold:** 10% (triggered at 100 active paid listings)
 - **One-Way Ratchet:** Once a threshold is reached, the higher rate is permanently locked for that region, even if the active listing count subsequently drops below the threshold due to churn.
 - **Admin Override:** The admin panel must allow a manual override of the rate (e.g., setting a rural partner permanently to 10% regardless of volume).
- **Reporting:** A backend report is generated quarterly to calculate the revenue share owed to each Database Partner based on their current locked rate. **Crucially, only Partner Listings and CSR Listings are eligible to receive revenue share payouts.**

8. Infrastructure & Production

- **Stack:** Laravel 12 + React 19 application.
- **Hosting:** GitHub Actions + Forge, managed server with Redis, MySQL 8, and queue worker support.
- **Services:** AWS S3 (image/video storage, encrypted backups), Algolia (full-text search), Stripe (payments/subscriptions), CDN, SSL, Sentry, uptime monitoring.
- **Multi-Lingual & Localisation:** The database must support localised strings for all 129 subcategories and 7 vertical names. The search engine must handle non-English queries.
- **Stripe Architecture:** Must be Connect-compatible from day one to accommodate the Phase 2 Booking Engine (Stripe Connect, platform take-rate) without requiring a database rebuild.

Appendix A: The Locked Directory Taxonomy (129 Subcategories)

The following taxonomy is the definitive source of truth. The database schema must be built to this exact specification. No subcategory may appear in more than one vertical.

Vertical 1: Health, Development & Performance (32 subcategories)

Core Purpose: Coaching, medical, nutrition, psychology, and holistic performance services.

#	SUBCATEGORY
1	1-2-1 Football Coaching
2	Chiropractors
3	Cryotherapy
4	Goalkeeper Training
5	Gyms & Fitness Centres
6	Massage Therapy

#	SUBCATEGORY
7	Mindset Coaching
8	Neuro Performance
9	Nutrition
10	Nutritionists
11	Osteopaths
12	Personal Trainers
13	Physiotherapists
14	Podiatrists & Chiropody
15	Private Doctors & Clinics
16	Scans & Diagnostics
17	Sleep Therapy
18	Sports Injury Clinics
19	Sports Psychologists
20	Strength & Conditioning
21	Yoga
22	Return-to-Play Rehab
23	Female Athlete Health
24	Sports Vision Training
25	Acupuncture & Needling
26	Hydrotherapy & Aqua
27	Biomechanics & Gait
28	Sports Dentistry
29	Blood Testing & Biomarkers
30	Performance Meal Prep
31	Nutrition & Supplement Brands
32	Player Welfare & Academy Release

Vertical 2: Equipment & Kits (16 subcategories)

Core Purpose: Teamwear, boots, training gear, memorabilia, and pitch equipment.

#	SUBCATEGORY
33	Football Boot Customisation
34	Football Goals
35	Football Kit Suppliers
36	Kit Embroidery & Printing

#	SUBCATEGORY
37	Matchday & Training Balls
38	Training Session Apparatus
39	Goalkeeper Gloves & Gear
40	Pitch & Grounds Equipment
41	Teamwear Design & Manufacture
42	Referee Equipment & Kits
43	Personalised Gifts & Souvenirs
44	Football Memorabilia & Collectibles
45	Retro & Vintage Football Kits
46	Matchday Programme Printers
47	Performance Insoles & Orthotics
48	Joint Support & Bracing

Vertical 3: E-Learning & Courses (14 subcategories)

Core Purpose: Coaching qualifications, safeguarding, scouting, and football education.

#	SUBCATEGORY
49	Coach Education
50	Nutrition Courses
51	Scouting & Talent ID
52	Session Planning (Courses)
53	Sporting Directorships
54	Referee Courses & Development
55	Safeguarding & Welfare Training
56	First Aid for Sport
57	Football University Degrees & MBAs
58	Online Football Course Providers
59	FIFA Agent Exam Preparation
60	Books, Magazines & Publications
61	Dual Career & Education Pathways
62	Football Volunteering & Welfare Officers

Vertical 4: Academies & Clubs (17 subcategories)

Core Purpose: All club types, camps, facilities, events, and community football.

#	SUBCATEGORY
63	Coaching Academies
64	Football Tournaments
65	Football Trophies
66	Girls Academies
67	Match Day Filming
68	Sports Photography
69	Disability & Adaptive Football
70	Futsal Clubs & Academies
71	Walking Football
72	Goalkeeper-Specific Academies
73	Holiday & Summer Camps
74	Pitch Hire & Facility Rental
75	Boys Academies
76	5-a-Side & Small-Sided Leagues
77	Overseas Football Tours
78	Football Boarding Schools
79	Club Admin & Governance Services

Vertical 5: Professional & Other Services (25 subcategories)

Core Purpose: Agents, legal, financial, visa, recruitment, and career services.

#	SUBCATEGORY
80	Agents & Intermediaries
81	Coach & Player CV Writing
82	Financial Advisors
83	Foreign Exchange
84	Law Firms
85	Mortgage Specialists
86	Scouts & Analysts
87	Sports Immigration & Visa Specialists
88	Player Relocation Services
89	Media Training & PR
90	Wealth Management & Tax Planning
91	Sports Insurance Services
92	Accountants for Footballers

#	SUBCATEGORY
93	Translation & Interpretation
94	Pitch Construction & Turf
95	Matchday Hospitality & Travel
96	Floodlighting & Pitch Lighting
97	Health & Safety Compliance
98	Catering & Matchday Services
99	Fundraising & Grant Services
100	Event & Tournament Management
101	US & International Soccer Scholarships
102	Player Career Transition Services
103	After-Dinner Speakers & Events
104	Club Fundraising & Crowdfunding Platforms

Vertical 6: Apps, Digital & Tech (16 subcategories)

Core Purpose: Coaching tools, analysis, scouting, wellness, and fan engagement apps.

#	SUBCATEGORY
105	Fitness Training
106	Football Coaching
107	Football Skills Training
108	Football Trials & Soccer Tryouts
109	Get Scouted
110	Tactical & Video Analysis
111	Club & Team Management Software
112	Wearable Technology
113	VR Cognitive Training
114	Performance Analytics Platforms
115	Referee Technology & Apps
116	Social Media Management
117	Streaming & Broadcasting
118	Session Planning Tools & Software
119	Fantasy Football Platforms
120	Football Esports & Gaming

Vertical 7: Media & Fan Experiences (9 subcategories)

Core Purpose: Fan-facing commercial categories, hospitality, media, gaming, and stadium experiences.

#	SUBCATEGORY
121	Football Podcasts & Media Channels
122	Football Hospitality & VIP Packages
123	Stadium Tours
124	Football Art, Prints & Gifts
125	Fan Engagement Platforms
126	Football Travel & Away Day Services
127	Football Film, Documentary & Streaming
128	Football Museums & Heritage Sites
129	Football Camps for Fans & Experiences

Appendix B: Stripe Architecture Quick-Reference

The commercial model requires three distinct Stripe integration patterns:

- Standard Subscriptions (Tiers 1 & 2):** Standard checkout flow using Stripe Checkout Sessions. Requires Multi-Currency Price objects and Stripe Tax enabled.
- Invite Link Discounts:** Standard checkout flow, but the system must programmatically create and apply a Stripe Coupon (matching the `discount_percentage` and `discount_duration`) to the Checkout Session before redirecting the user.
- Custom Offers (Tier 3):** Bypasses the application checkout flow entirely. The admin generates a Stripe Payment Link natively in the Stripe Dashboard. The application listens for the `checkout.session.completed` webhook to provision the Tier 3 account.

Appendix C: F4F Passport Data Model (Expanded)

The following is the expanded data model for the F4F Passport, incorporating the full UGC review system, Brand Switch tracking, parent-child account relationships, and review interaction logging required for the Phase 2 Impact Metric Dashboard.

C.1 Core Identity & Profiling Entities

ENTITY	PURPOSE	KEY FIELDS
User	The core identity anchor.	<code>id</code> , <code>email</code> , <code>password_hash</code> , <code>created_at</code> , <code>last_login</code> , <code>passport_completion_score</code>
Demographic	The primary user type and playing level.	<code>user_id</code> , <code>type</code> (Player, Parent, Coach, Fan), <code>playing_level</code> (enum — <code>grassroots</code> / <code>amateur</code> / <code>scholar</code> / <code>academy</code> / <code>semi_pro</code> / <code>pro</code> ; nullable, populated for <code>type = Player</code> only; self-declared, updatable at any time)

ENTITY	PURPOSE	KEY FIELDS
ProfileData	The progressively enriched data points (Setup Locker, Status Indicator, preferences).	user_id , data_key (e.g., boot_brand , active_injury , training_focus), data_value (e.g., Nike), source (e.g., poll_id_42 , setup_locker), timestamp
BrandSwitchEvent	Logs when a user changes a brand in their Setup Locker (high commercial value).	user_id , data_key (e.g., boot_brand), old_value , new_value , timestamp

C.2 Parent-Child Account Relationships (My Network)

ENTITY	PURPOSE	KEY FIELDS
ChildProfile	A child profile managed under a parent's Passport.	id , parent_user_id , display_name , date_of_birth , age_group , playing_level , position , created_at
AgeUpEvent	Tracks the Age-Up transition workflow.	child_profile_id , threshold_type (enum: account_independence_13 , content_unlock_16), triggered_at , claimed_at , new_user_id (nullable, populated when child claims independent account)

C.3 Directory Intent & Commercial Tracking

ENTITY	PURPOSE	KEY FIELDS
DirectoryIntent	Logged commercial intent from Directory interactions.	user_id , action (search, save, click), category_id , location , timestamp
ConversionEvent	Tracks which content drove the registration.	user_id , source_url , element_type (e.g., competition_form), timestamp
SavedListing	Junction table linking Users to their saved Listings.	user_id , listing_id , category , timestamp
ShareEvent	Tracks each share action for analytics.	listing_id , user_id , platform , utm_parameters , timestamp

C.4 UGC Product Reviews

ENTITY	PURPOSE	KEY FIELDS
ProductReview	A user-submitted product review with structured ratings.	id, user_id, product_category, product_name, rating_comfort, rating_design, rating_value, rating_durability, text_body, is_verified_purchase, status (pending / approved / rejected), demographic_pseudonym, created_at
ReviewMedia	Images or videos attached to a review.	id, review_id, media_type (image / video), s3_url, uploaded_at
ReviewInteraction	Logs all review interaction data (Phase 1 requirement for Phase 2 Impact Metric).	id, review_id, user_id, interaction_type (view, helpfulness_vote_up, helpfulness_vote_down), viewer_demographic_type, timestamp

C.5 Ring-Pull & Benefits

ENTITY	PURPOSE	KEY FIELDS
RingPullCode	A discount code revealed by a registered user.	id, user_id, listing_id, code, discount_value, redeemed, revealed_at, redeemed_at

C.6 Push Notifications

ENTITY	PURPOSE	KEY FIELDS
PushNotification	Event-driven, contextually relevant notifications.	id, user_id, trigger_type (e.g., brand_switch, new_content_match, ring_pull_expiry, age_up), payload, sent_at, read_at