

# RUGGERACTIVE

Ruggeractive is an interactive on not only the best practices in rugby, but the rules themselves, covering the basic techniques in scrum engagement and positioning, lineout tactics and backline formations.

This interactive is all about Rugby, Rugby and more Rugby! The most suitable in class or at home introduction to young kids or older novices to the game of rugby, particularly set phases and set pieces such as scrums, lineouts and working off the back of the ruck.

This interactive helps clarify the most complex IRB laws to the simplest people, something confronting the rugby world today. Even the most illiterate person can understand this pictorial showing of the basic rules and skills of the game they play in heaven.

This Interactive is aimed at a wide array of people and places, distributed through the district, provincial, national and IRB websites. To help in attracting, keeping and developing players the world over as Rugby rapidly grows, entering the Olympic era. This is done by providing an easy to use resource, which can be translated across platforms, to explain the best practices and rules of the game to the general public, all over the world.

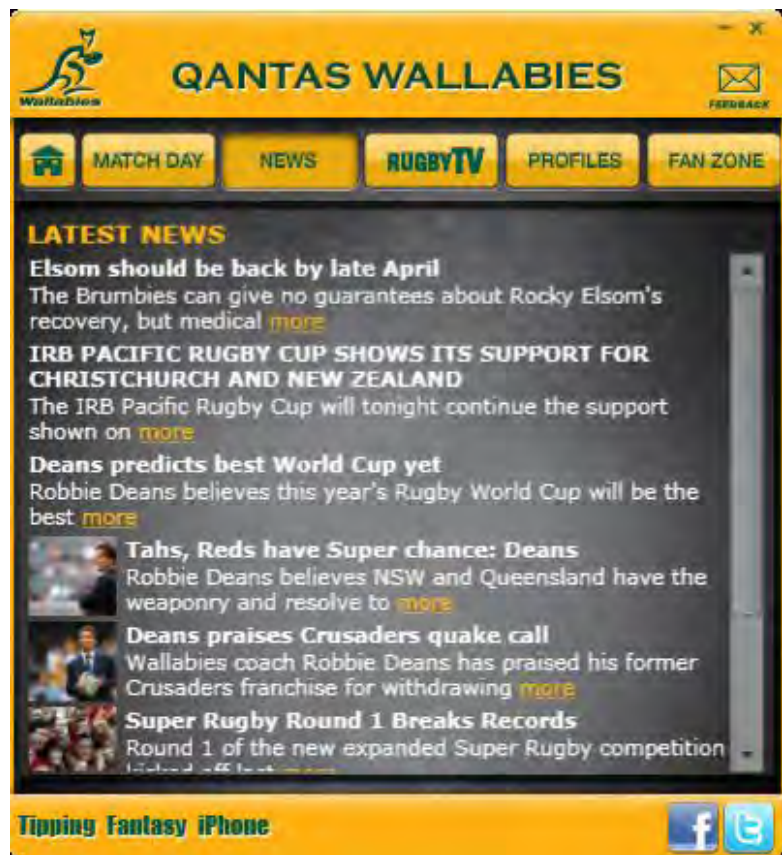
# PRECEDENTS

## Wallabies Hub – Contextual, feel, use

The Wallabies hub was brought out by the Australian Rugby Union (ARU) to hold a presence on smartphones and desktops. It displays the latest rugby news, Match day stats, its Youtube channel, Wallaby Profiles and “Fanzone” section to more easily communicate with its captured audience. Furthermore, it links to Tipping comps, fantasy competitions and the official Twitter and Facebook pages of the organisation (and sport).

This Silverlight application is relevant in its content, being linked directly with the governing organisation in Australia of the topic this interactive is on. It is an attempt by the governing body to more heavily communicate with its fans the latest media that the ARU releases.

Furthermore the feel is designed to link in with what the ARU feels is the correct approach to marketing rugby to the general public. Although my thoughts on this are slightly varied, it is a demonstrated approach to the look of an interactive “rugby product”.



1 Wallabies hub from  
[http://www.rugby.com.au/qantas\\_wallabies/fan\\_zone/qantas\\_wallabies\\_h  
ub,131549.html](http://www.rugby.com.au/qantas_wallabies/fan_zone/qantas_wallabies_hub,131549.html) viewed 11/04/11

Likewise, the feel and interaction with the product have been specifically designed to accommodate for the current design language of the sport, and is a simple interface to use for even someone who is not computer illiterate.

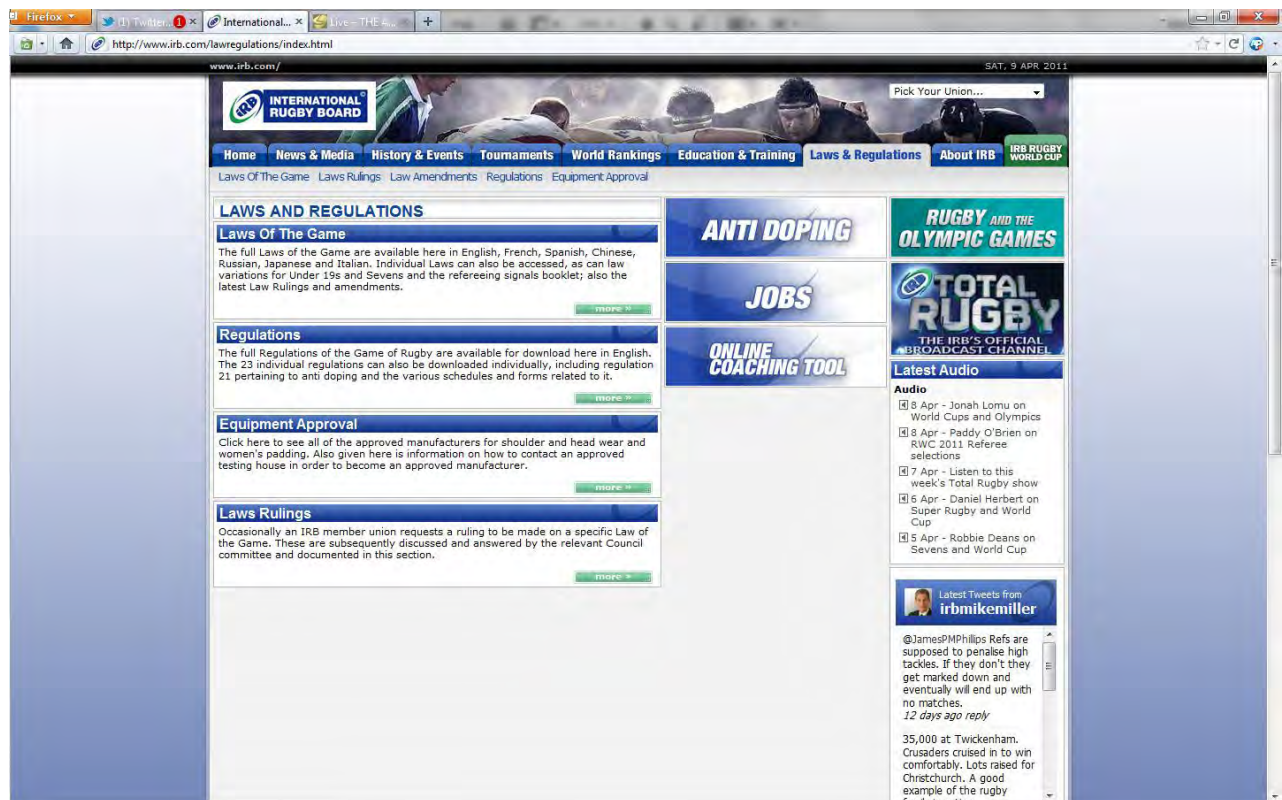
In summary, this is a demonstrated use in all design facets, of an interactive based on rugby. Though much simpler than what is proposed, it provides a user base similar to what the interactive product will end up as.

## IRB Website – Contextual, feel

The International Rugby Board (IRB) Website is contextually another relevant inspiration, furthermore, the design language of the site is relevant to an internationally targeted interactive, as this would have to fit in with the World governing body's ideas on the presentation.

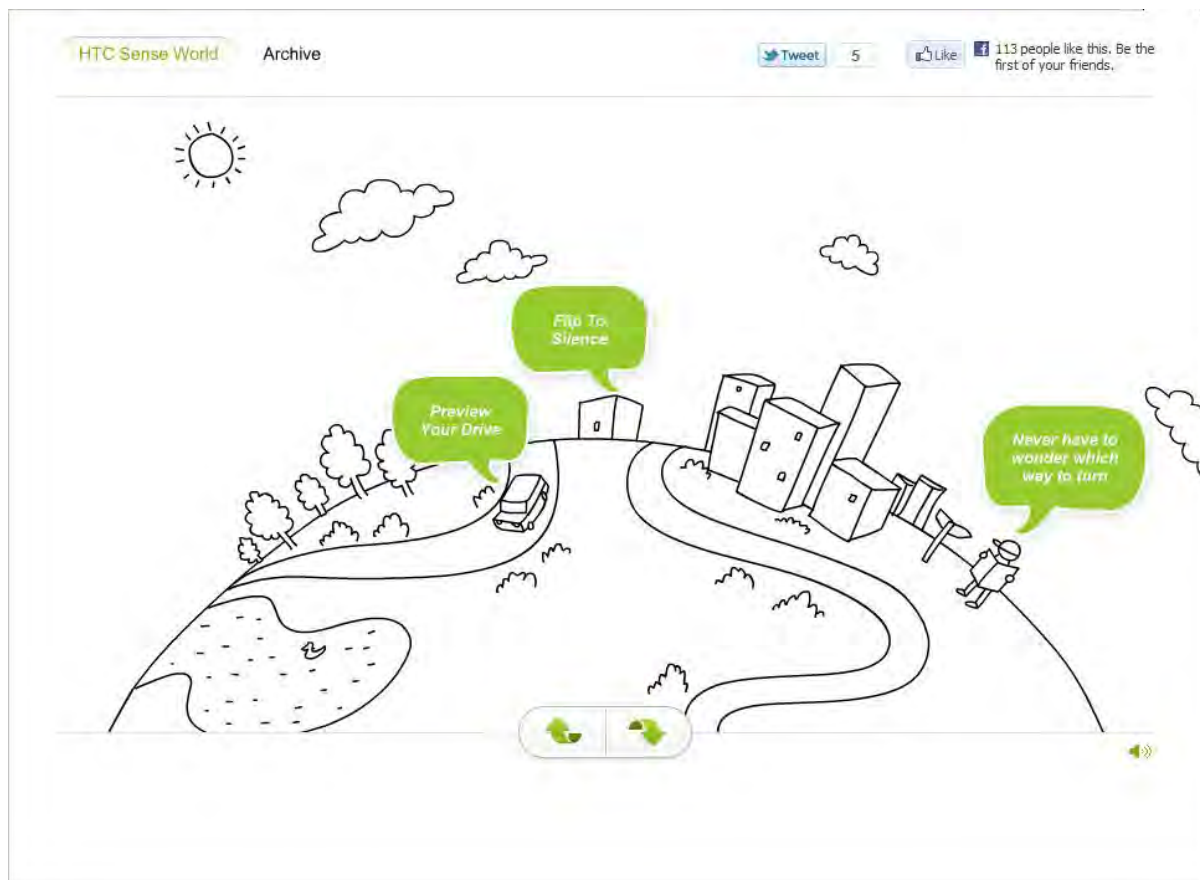
The clearly white, blue and green colours would most likely have to be incorporated and some of the fill effects possibly used. Further to this, is the fact that the laws and regulations, which should be integrated into the interactive, along with the theories on best practice.

Much of the layout could also be possibly retained.



2 The IRB website - <http://www.irb.com/lawregulations/index.html> (viewed 11/04/11)

## HTC Sense World – use



3 HTC Sense World, from the HTC website - <http://www.htc.com/au/htcsense/index.html> (viewed 11/04/11)

HTC's "HTC Sense World" found on their webpage displays a fantastic way for the user to interact with an interactive piece of information. The panning view of the globe creates an organised microcosm which can be interpreted as a sandbox style interface. This allows the user to look at what they want, and allows the naturally inquisitive part of human nature to let the user "explore" the "world". This means that the experience of the user is more naturally remembered.

Some complications in using this style of user interface in the approaching interactive, is that it does not provide for an in depth amount of information being easily displayed. Nonetheless, the panned view does provide inspiration for microcosms within the approaching interactive.

# STATEMENT OF PURPOSE

This interactive aims to:

- Provide a fun, easily accessibly learning tool in relation to the sport of Rugby.
- Engross the audience in the sport of Rugby through modern, interactive technology.
- Simplify the laws of the game of Rugby to the point that everyone can understand many of the basic principles within the game.
- Provide a learning tool for best practice in Rugby set pieces, which without the proper knowledge and information, can lead to high level injury.
- Create an “off field” learning tool for people to have a greater understanding of situations arising in the game before they have the ability to harm players.
- Create and exciting learning environment for rugby enthusiasts to learn best practice and laws of the game.
- Engage with novice players, to the point they can have more confidence going into the game, so they can have more fun!
- Spread the word of Rugby throughout the world through modern interactive media.

# DESIGN

## Task

The best approach and practice for a front rower in a Rugby scrum, including position in the scrum, feet position, posture, bind and engagement process, also incorporating basic laws of the game relating to these practices and processes, and safety procedures relating to the situation when things go wrong.

## Flowchart

1. get in correct position for scrum
2. correct footwork
3. correct posture
4. set bind
5. tighten scrum
6. wait for referees call
  - a. crouch - tense up in preparation
  - b. touch - make sure within reach of opposition by touching
  - c. pause - halt in preparation for the hit
  - d. engage - hit, bind and push
7. push to contest/hook ball
8. wait for break call
9. break scrum, run to next position

(see flow chart after document)

## User Scenario

### Scenario 1

John is a rugby enthusiast who has always played rugby, recently, he has gotten out of school and into university, met a few new mates and is continuously meeting people who do not share the same sports background as him. He wants to convince some of his new friends to start playing with him, but they are hesitant and confused watching games, not understanding the rules, and feeling they would stuff up in a game. John needs to find a way to introduce them to some of the more complex issues of “the game they play in heaven”

John finds the Ruggeractive interactive on his national union’s website and decides to use it to decrease some of his friend’s hesitancies about the game. He shows it to them on a projector and then directs them to view it. /4

## **Scenario 2**

Bob is a coach and manager of a Local Junior rugby team, actively trying to recruit junior players from the local area. His job is to not only secure those juniors who would join rugby anyway, but also those who do not know which sport they want to play. Bob directs the parents and children to the location of the interactive/ gives it to them on memory sticks/sends them the iPhone application to learn about the game.

At home the children and adults are left to explore the interactive together and are given a clear understanding of what it entails. Joining up because of it.

## **User Persona**

Con is a 19 year old boy who has been convinced to look into playing rugby by one of his mates. He has never played a contact sport before, and is hesitant about it, particularly without knowing the rules. Con uses the internet profusely as any young man does in this day and age, and follows some sports on the TV. He is into music, partying with his mates, and all round having a good time whilst he studies at university.

## **Artefact Scenario**

Con is directed to have a look at the Australian Rugby Union website to see if he would play the game. There he finds the “Ruggeractive” interactive information tool and starts to explore it. He knows that because of his size he would be chosen as a prop forward, and explores those fields to have a greater understanding of the rules and processes he must learn. He enjoys the learning process greatly, and decides to go to training. At training, although he has less experience than most others, he can understand most of the drill to do with the set pieces, as he has learnt about them through Ruggeractive. Knowing the scrum positions and calls beforehand helps him terribly.

## **Screen Designs**

(see screen designs after document)

## Concept process

*(the way this concept should be used)*

Consistent loop of 30 second grab from Gary Glitters "rock and roll (the hey song)"

(Thump sound for buttons pressed)

Entry page (kick-off)

>

Back play/Forward play/Glossary/law book

>forward play

Scrums/lineouts/rucks/mauls

>Scrums

(top view of scrum [positions selectable])/engage (overview of scrum engagement)

>tighthead (right) prop

side view of posture of prop, description of posture (selectable feet, hands, head, engage)

c>feet (show foot position)

c>hands (show bind)

c>head (shows engagement position)

c>engage! (Engagement process)

1. Crouch - description

2. Touch - description

3. Pause - description

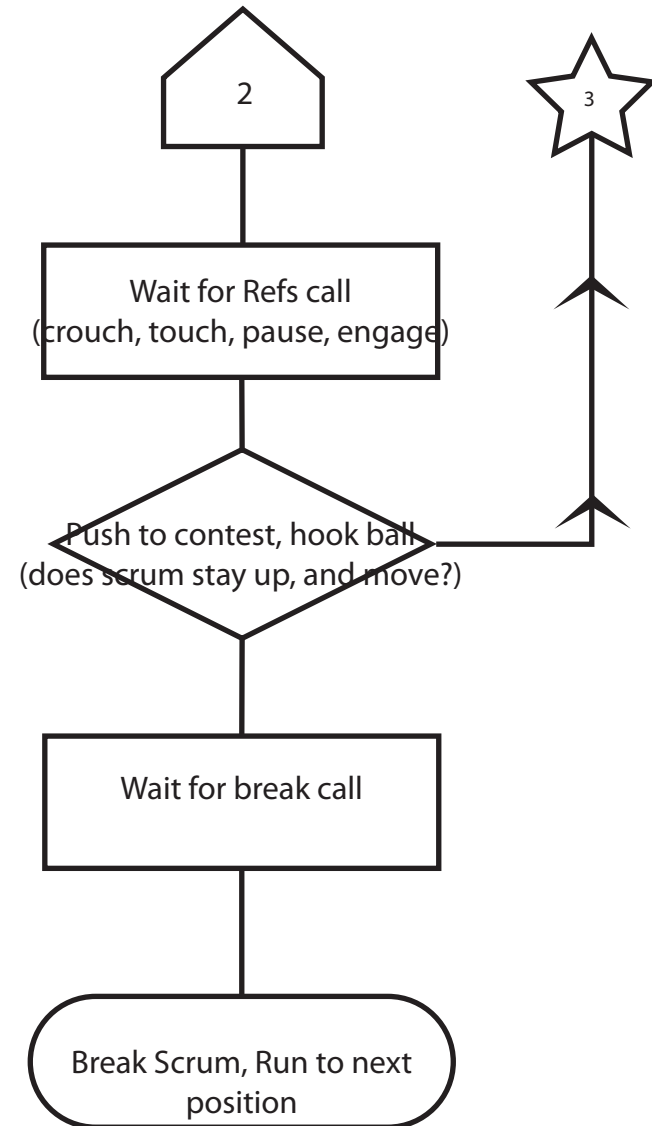
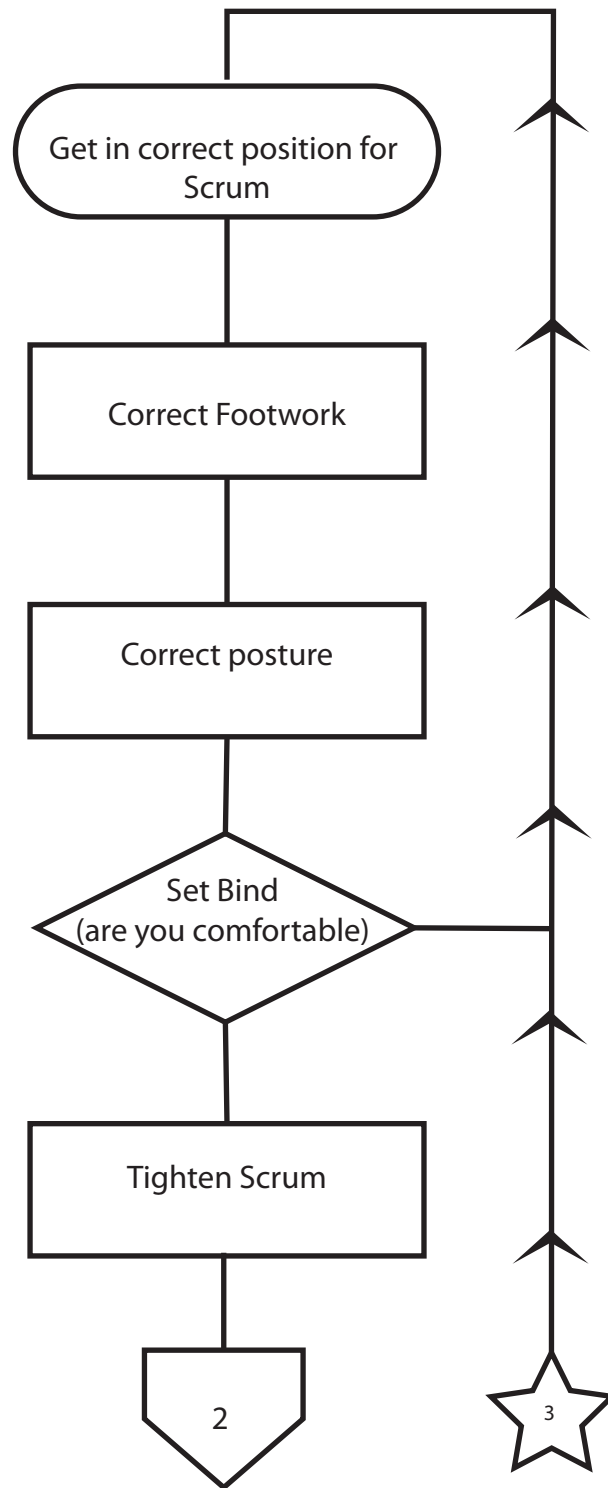
4. Engage - description

<p> play whole process (with ref sounds)

<D back button

<H> home button





# RUGGERACTIVE

(CLICK TO ENTER)

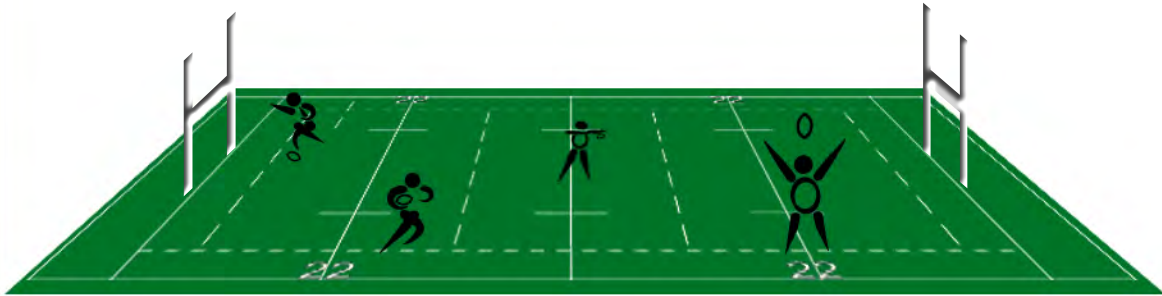


**FORWARDS**

**BACKS**

**LAWBOOK**

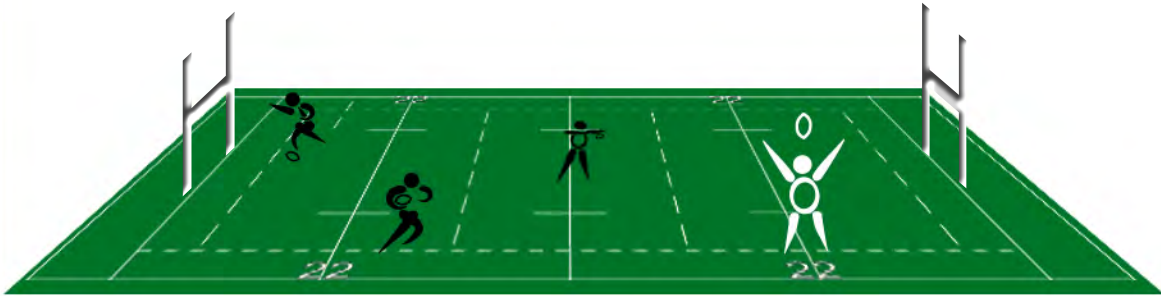
**HISTORY**



Click on the icons to choose your play

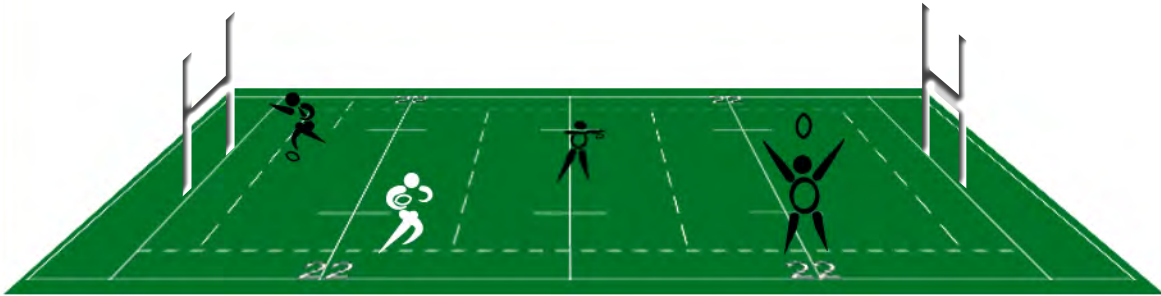


Lineouts: How the game restarts  
after the ball goes out



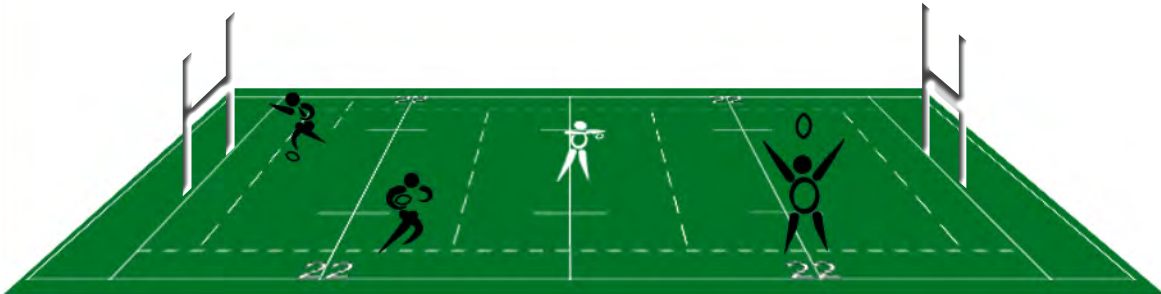
Click on the icons to choose your play

Maul: A way of driving the ball forward  
in the game of play



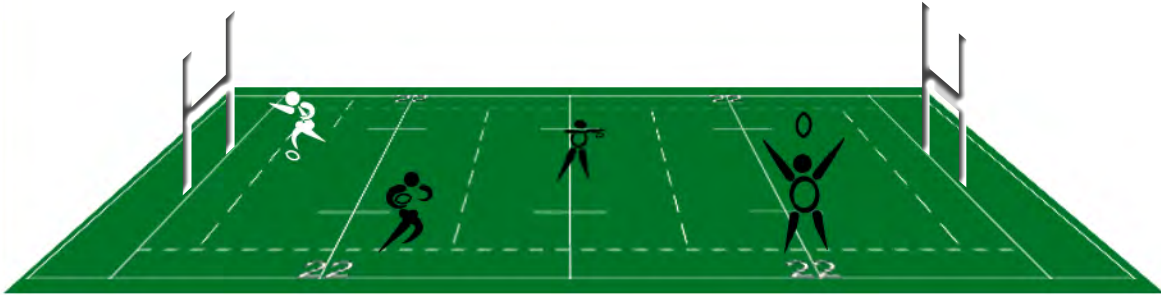
Click on the icons to choose your play

Ruck: A method of resetting and regaining the ball after being tackled



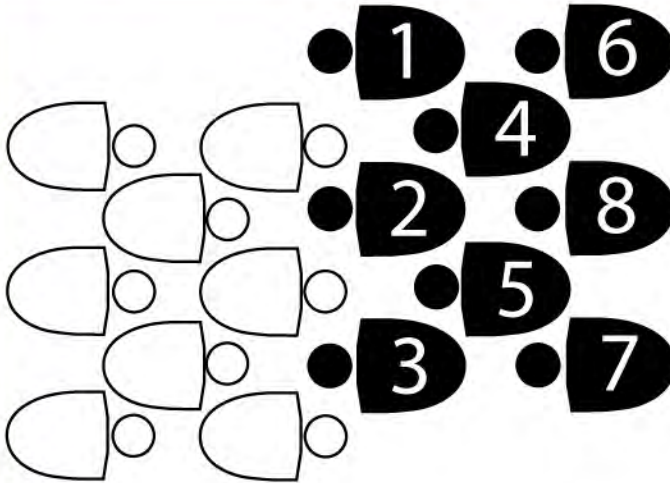
Click on the icons to choose your play

Scrum: A way of resetting play after a  
Knock on or ball error has occurred

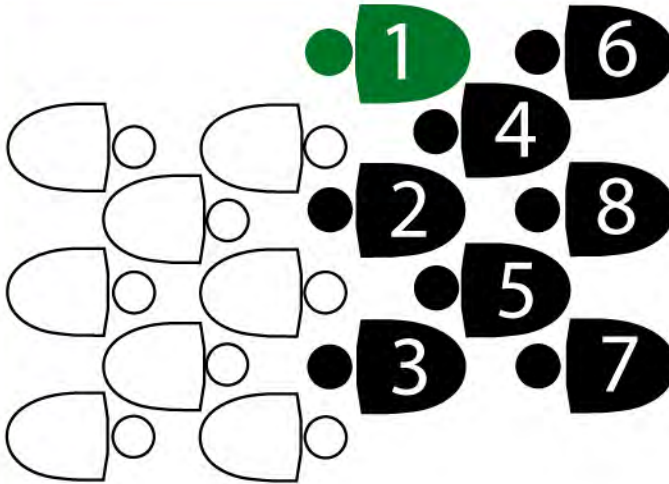


Click on the icons to choose your play





This is proper scrum formation, click on the numbered bodies to learn more about the position



This is proper scrum formation, click on the numbered bodies to learn more about the position

Loosehead prop:  
a front row forward  
who pushes at the front  
of the scrum and lifts  
at the front of the lineouts





Click on the different parts for details on foot position, bind and head.

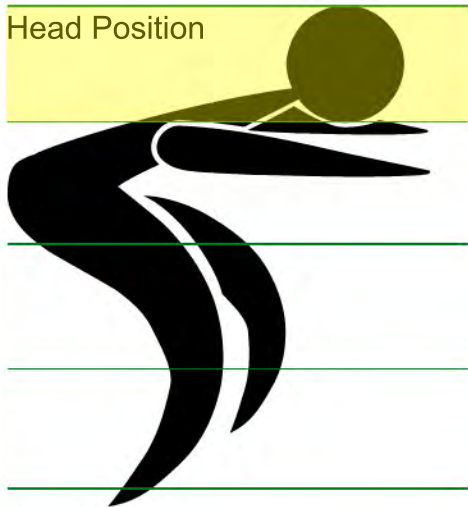
The correct posture for a prop in rugby is a low position, straight back, head looking forward and spread foot position.

This posture enables the prop to use his legs safely to push against the opposition.

The Straight back is important, as it minimises injury risk and allows the whole body to share the power put through it at scrum engagement.

**GO TO HOW TO ENGAGE IN THE SCRUM**

## Head Position



Click on the different parts for details on foot position, bind and head position.

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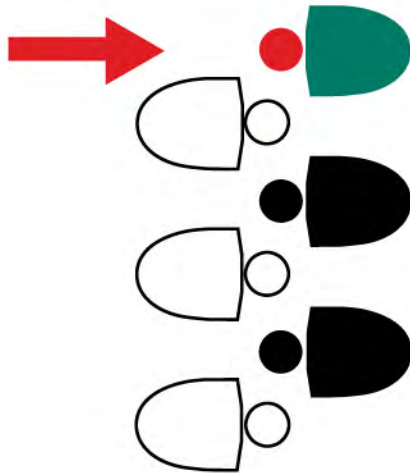


## Head Position

For a front row forward, the head position and where it goes are very important to maintain power, and keep the neck safe from harm.

The head must look straight, and engage with the opposition.

For a loosehead prop, you must slot your head in to the left of the scrum, with your oppositions head to the right, and nothing to the left. Marked by the Red arrow.



[GO TO HOW TO ENGAGE IN THE SCRUM](#)



## Foot Position

Foot position is important as they are the base of your power and support. In the case of a loosehead prop, it is important to have a low centre of gravity, with spread footwork, also allowing for the ball to feed through.

Your feet should be spread as far apart as stably possible, your right foot aligned with the hookers, your left set slightly forward. Marked in red.



GO TO HOW TO ENGAGE IN THE SCRUM



## ENGAGING IN THE SCRUM

### LOOSEHEAD PROP

The following is an instructional on how one should engage in a scrum in the position of loosehead prop. This will comprise of the following instructions:

1. get in correct position for scrum
2. correct footwork
3. correct posture
4. set bind
5. tighten scrum
6. wait for referees call
  - a. crouch - tense up in preparation
  - b. touch - make sure within reach of opposition by touching
  - c. pause - halt in preparation for the hit
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## ENGAGING IN THE SCRUM

### LOOSEHEAD PROP

#### **1. get in correct position for scrum**

Getting to the right place for the scrum, your position in this case, is that of the loosehead prop, front of the scrum, to the left.







# ENGAGING IN THE SCRUM

## LOOSEHEAD PROP

### 2. **Correct your footwork**

Setting up your footwork pre bind and pre scrum is important in securing a low centre of gravity, set up your footwork as earlier instructed to.





## ENGAGING IN THE SCRUM

### LOOSEHEAD PROP

#### 3. **Correct your Posture**

Using the correct posture, as advised earlier, will keep you safe from harm and give you the ability to use as much power as possible.

Remember to look straight and up, and be as low as you can stably, to maintain a low centre of balance.





## ENGAGING IN THE SCRUM

### LOOSEHEAD PROP

#### 4. Set your Bind

Binding correctly to the rest of your teammates will allow you to work more closely as one unit, make sure everyone is in the correct place and comfortable, as well as forming a tight unit to confront the opposition with.





## ENGAGING IN THE SCRUM

### LOOSEHEAD PROP

#### 5. Tighten Scrum

Further to your bind, tighten and tense up together with your team mates in preparation for the hit.





## ENGAGING IN THE SCRUM

### LOOSEHEAD PROP

#### 6. Wait for Referees Call

Wait and follow the referees call of  
“Crouch, Touch, Pause, Engage”

Crouch: Tense up to the furthest point and aim for the opposition slot, you're supposed to go.

Touch: make sure you're within reach of opposition by touching the place you'll bind to.

Pause: Halt in preparation for the hit

Engage: Hit, Bind and push





## ENGAGING IN THE SCRUM

### LOOSEHEAD PROP

#### 7. Push to contest/hook ball

Push together against the opposition scrum sometimes “3, 2, 1 heave” can make this easier. Drive forward with your legs and weight.

Simultaneous to this, allow the hooker to retrieve the ball from the tunnel, when it is rolled through. It is important to retain the ball at all costs by closing gaps after it gets behind your legs.





## ENGAGING IN THE SCRUM

### LOOSEHEAD PROP

#### 8. Wait for break call

Once the ball has been hooked back, try and either maintain your ground by halting or driving further forward, depending on team strategy. This is in preparation for the break call, done by one of your back-rowers once the ball is out.

They will yell “Break!” showing that the ball is out of the scrum, so that one can attend to the field position as quickly as possible.





## ENGAGING IN THE SCRUM

### LOOSEHEAD PROP

#### **9. break scrum, run to next position**

Once the break call has been said, and you are comfortable with exiting the scrum from your position, release your binds and get clear so that you can attend to the play in a ruck, maul or hit in the general play.







# ENGAGING IN THE SCRUM

## LOOSEHEAD PROP

### **Safety Protocols**

There are a number of safety protocols associated with the scrum due to its high impact nature, please see from the glossary and rule book:

MayDay Call.

Avoiding back and neck injury

MayDay Procedure





## ENGAGING IN THE SCRUM

### LOOSEHEAD PROP

#### **Congratulations, go out and play!**

Now that you have completed this walkthrough you should be more confident about entering a scrum. Use the navigation keys to go back to parts you may still be hesitant about, and when you think you're ready, go out and play under the proper environmental rules.

