



FIRSTDOWN PLAYBOOK™ YOUTH & SPECIAL TEAMS VERSION

User's Guide, Rev. 1/1/14

Welcome to **FirstDown PlayBook™ Youth and FirstDown PlayBook™ Special Teams** by 1st Down Technologies™ (1st DT).

1st DT is a sports software company based in Austin, Texas. Its founder and chief visionary is Coach Charlie Coiner – [read Bio](#).

FirstDown PlayBook™ Youth and FirstDown PlayBook™ Special Teams are separate Web based applications, however the functionality of the two apps is very similar. For this reason a great portion of the following information will reference the Youth application but will also pertain to the Special Teams app.

- **FirstDown PlayBook™ Youth and FirstDown PlayBook™ Special Teams** – Web based application accessible via multiple platforms and internet browsers – PC, Mac, iOS, Android, Chrome, IE, Firefox, etc. This is a complete playbook application with Runs, Passes, Blocking Assignments, multiple Defensive views per run play, and the ability to print both a Coaches Playbook and Player wristband sheets in various formats.
- **FirstDown PlayBook™ Youth** contains both 11 man tackle football plays and 5v5 flag Football plays.
- **FirstDown PlayBook™ Special Teams** will eventually contain all six phases of Special Teams. (Kickoff, Kickoff Return, Punt, Punt Return, PAT/FG and PAT/FG Defense).

This guide will focus solely on **FirstDown PlayBook™ Youth & Special Teams**. These products are designed to be easy-to-use and intuitive for any level playbook software user. However, there are some important functionalities that require additional explanation. If you have any issues with these products or just have a general inquiry/question, [Contact Us](#) via email.

There are various ways to contact and follow 1st DT:

- [Contact us via email](#)
- [‘Like’ us on Facebook](#)
- [‘Follow’ us on Twitter](#)

- [Subscribe to our Blog](#)
- [Contact us via our Website form](#)

GETTING STARTED

The **FirstDown PlayBook™ Youth** software is located on the Web at <https://youth.firstdownapp.com>. The **FirstDown PlayBook™ Youth** software is located at <https://st.firstdownapp.com>. They are secure Web applications, hence the https, so accessing the site may require some technical settings adjustments on your end, including possible notices by any anti-virus or internet security software that you may use. Please consult with your technical resource for assistance, if needed.

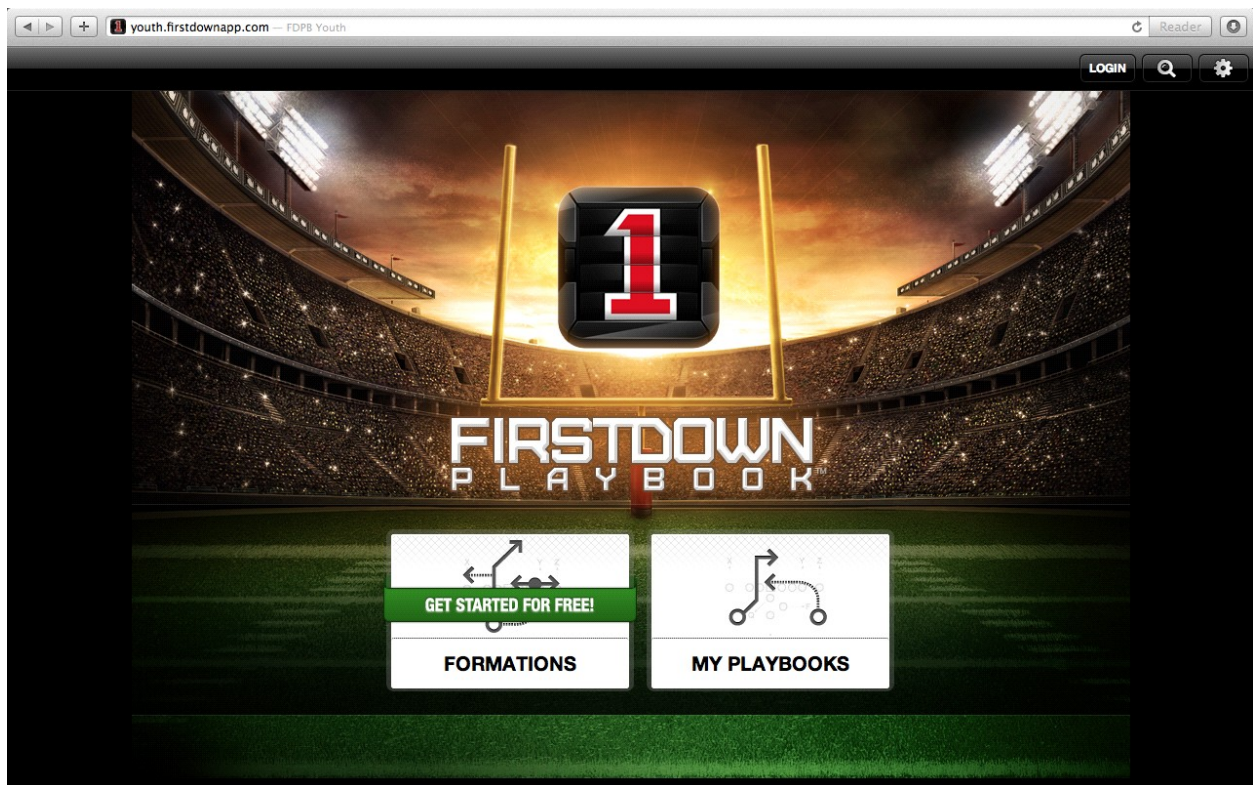


Figure 1

Upon entering, you will view the product as shown in Figure 1 above. In the top right corner you'll notice 3 buttons and then 2 menu boxes in the center of the screen:



The LOGIN button is used to create a new account, change an account password, or enter login information to activate an existing account. This is further discussed in the LOGIN section of this Guide.

The SEARCH button – magnifying glass image – allows you to search for plays by typing a key word(s). This option only applies if at least one Formation is purchased AND you are logged in.

The SETTINGS button – gear icon – allows you to view account, product, and company information. This is

further explained in the SETTINGS section of this Guide.

The FORMATIONS button is used to purchase Formation play packs, browse plays per Formation, and many other tasks. This is further explained in the FORMATIONS section of this Guide. The first time you go to this site there will be a “GET STARTED FOR FREE” banner. After the first visit this banner will no longer be displayed.

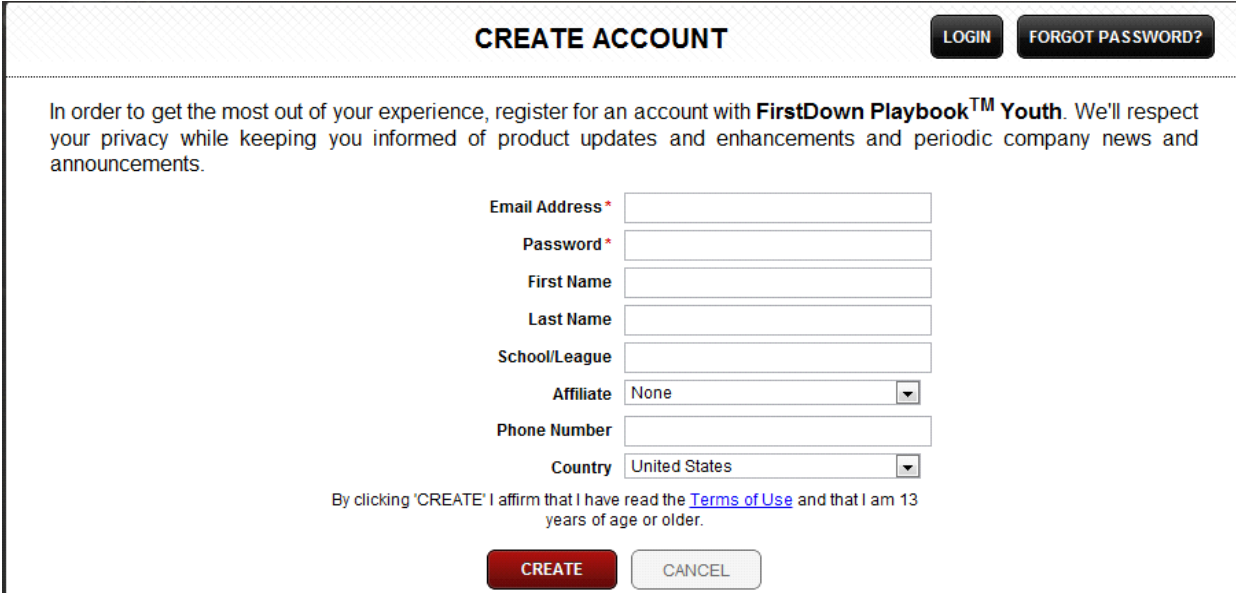
The MY PLAYBOOKS button allows the user to browse every Playbook that has been created, organize plays, Sync data, Print, and other actions. This is further explained in the MY PLAYBOOKS section of this Guide.

LOGIN

Simply click LOGIN to begin. You can click on the “FORMATIONS” button at this time to preview the Formations available to purchase, but creating an account is required for purchase, so this is the best first step.

Note¹: *Creating a login account is important for various reasons, two of which include: 1) account information allows us to communicate as needed regarding product announcements, such as known issues or improvements recently made available, or special pricing offers, and 2) accounts allow us to track your Formation purchases so that your playbook data can “Sync” between devices; which allows you to access your playbooks wherever you may be; including offline use.*

Once you click LOGIN, then click the CREATE ACCOUNT button in the top right corner. Figure 2 appears.



CREATE ACCOUNT LOGIN FORGOT PASSWORD?

In order to get the most out of your experience, register for an account with **FirstDown Playbook™ Youth**. We'll respect your privacy while keeping you informed of product updates and enhancements and periodic company news and announcements.

Email Address *

Password *

First Name

Last Name

School/League

Affiliate None

Phone Number

Country United States

By clicking 'CREATE' I affirm that I have read the [Terms of Use](#) and that I am 13 years of age or older.

CREATE CANCEL

Figure 2

Only two fields are required – Email Address and Password. However, if you found our playbook software as a result of one of our Affiliates then be sure to select them in the Affiliate field. In some cases, this may result in a benefit to your league or school. All other fields are optional. When you’ve completed your entries, simply click CREATE.

Note²: **VERY IMPORTANT** – an email will be sent to you with account verification instructions. This **MUST** be

done in order to proceed with purchasing Formations of plays from which you'll build playbooks. The email is typically sent to your Inbox instantaneously, but a refresh of your email Inbox may be necessary.

Note³: Upon entering the application, you may at times see a message at the top of the screen indicating that a system update is in progress – *Updating...(Xx%)* – followed by – *New version available! Click here to update!* –

IMPORTANT: You may continue without delay, but the application update will not take effect until you actually click on the “New version available...” link or exit the system and re-enter. This is a near instantaneous action that allows you to ensure operation of the application with the most current program fixes and updates.

BROWSE FORMATION/PHASES OVERVIEWS

You're now ready to browse the available Formation options. Currently, the application offers the following Formations:

Six Special Teams phases

- Kickoff
- Kickoff Return
- Punt
- Punt Return
- PAT/FG
- PAT/FG Defense

Two 5v5 Flag Formations:

- Deuce
- Twins

Five 11 Man Tackle Formations:

- Double Wing
- Jumbo
- Power I
- Shoot
- Tight Wishbone

You will also notice that the first slide you see is a **FREE DEMO** slide that allows you to preview both two Flag plays and two Tackle plays.

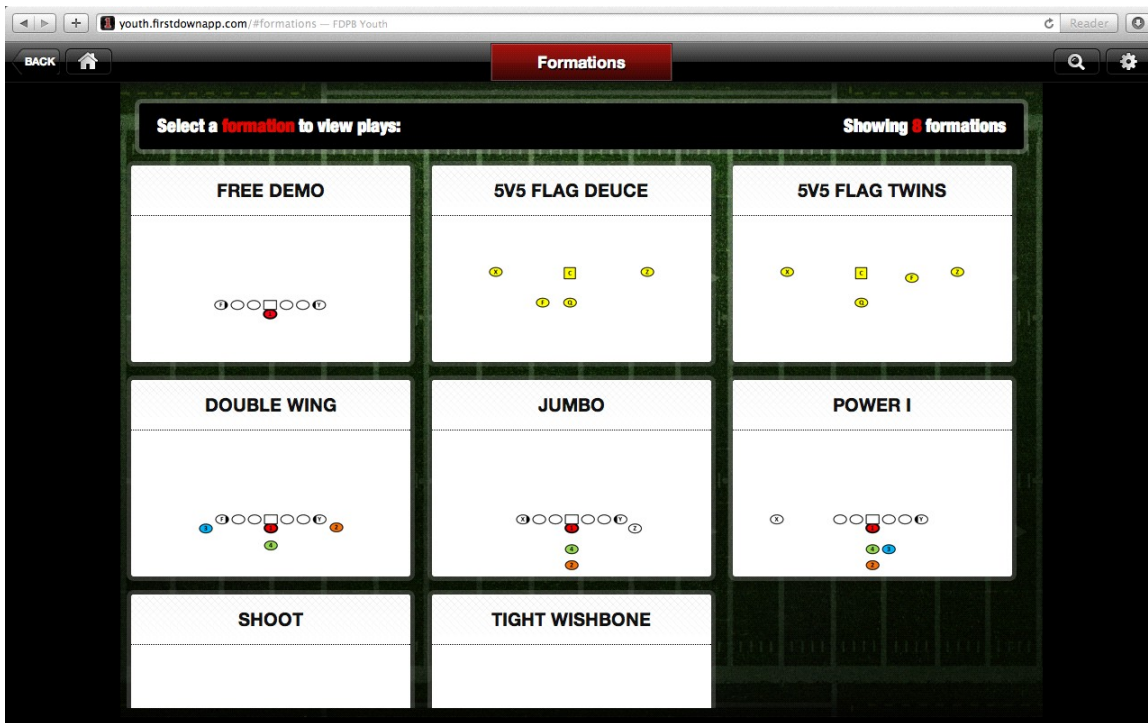


Figure 3

PURCHASE A FORMATION(S), SET OF PLAYS

Once you've decided which Formation(s) to purchase, then simply click the **BUY NOW** banner. At this time, the purchase screen appears, listing in the title which Formation was selected.

BUY THE DOUBLE WING FORMATION

\$9.99

VISA MasterCard AMERICAN EXPRESS DISCOVER JCB

Card Number

Security Code 3-digit code on back (Amex: 4-digits on front)

Expiration (Month) (Year)

State

Remember Card

Coupon **APPLY**

BUY CANCEL

Figure 4

Enter your credit card information now – all major cards are accepted – then click BUY.



- Card Number – as you enter your number the system will automatically display your card type.
 - Security Code – see instructions to the right of the field.
 - Expiration – select the month and year that your card is set to Expire, as shown on the card.
 - Remember Card – check this box if you expect to make another purchase at a later time and would like the system to remember your card information upon LOGIN.
 - Coupon – this field is Optional. If you have a valid code enter it here then click APPLY. Once the code is validated then an adjusted price will appear in green text below the standard price.
- IMPORTANT:** Credit Card details are required even if the Coupon code is for a full price discount.
- Password (not shown in Figure 4) – this field only appears for returning users that are logged in and had initially checked the Remember Card box. This is your user LOGIN password when you created an account.

Note⁵: Pricing is subject to change without notice

CONGRATULATIONS! You now have access to a set of professionally drawn plays from which to build a playbook(s). The red **BUY NOW** banner should no longer appear on the Formation menu that was just purchased.

MY PLAYBOOKS

From the Home screen, click MY PLAYBOOKS. You will now see selection boxes for each available Formation.

You'll also notice two additional main menu buttons -   - in the top left corner. At any time you can return to the previous screen by clicking the BACK button, or click on the HOME button (house image) to return to the application's Home screen.

Each Tackle formation that displays has 20 plays. –There are 10 plays drawn out of a Right Formation and then the plays are mirrored out of a Left formation. This includes 6 Runs, 4 Passes, with each Run play drawn against 6 different defensive fronts. The total number of unique plays is 80.

Each Flag formation has 30 plays. 15 plays drawn out of a Right formation and the plays are mirrored out of a Left formation.

Click on the Formation menu item you just purchased, or wish to begin with if you made multiple purchases. The set of plays that are associated with this particular Formation will appear. The following user navigation options are available:

- Scroll or Move up/down to view the thumbnail version of each play.
- Click on a play to view a larger image (expand). If the play is a Run, you'll also have the option to view the play against 6 different defensive fronts. For all play types, you'll also have the option to view special instructions for Coaches. See Figure 5 below.
- Click the red arrow Actions menu button to:
 - Add (the play) to Playbook(s)
 - Rename (the play)
 - Email Play

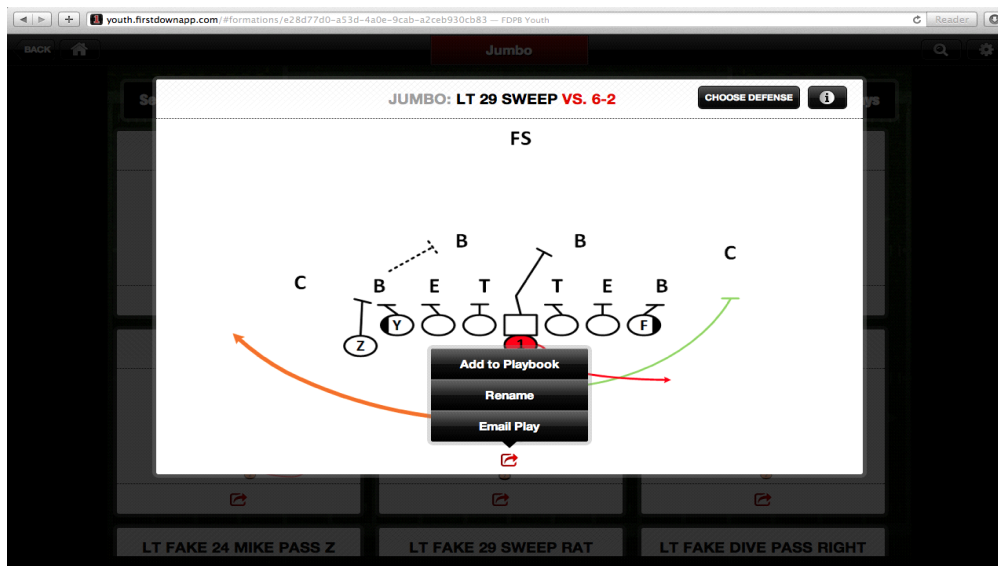
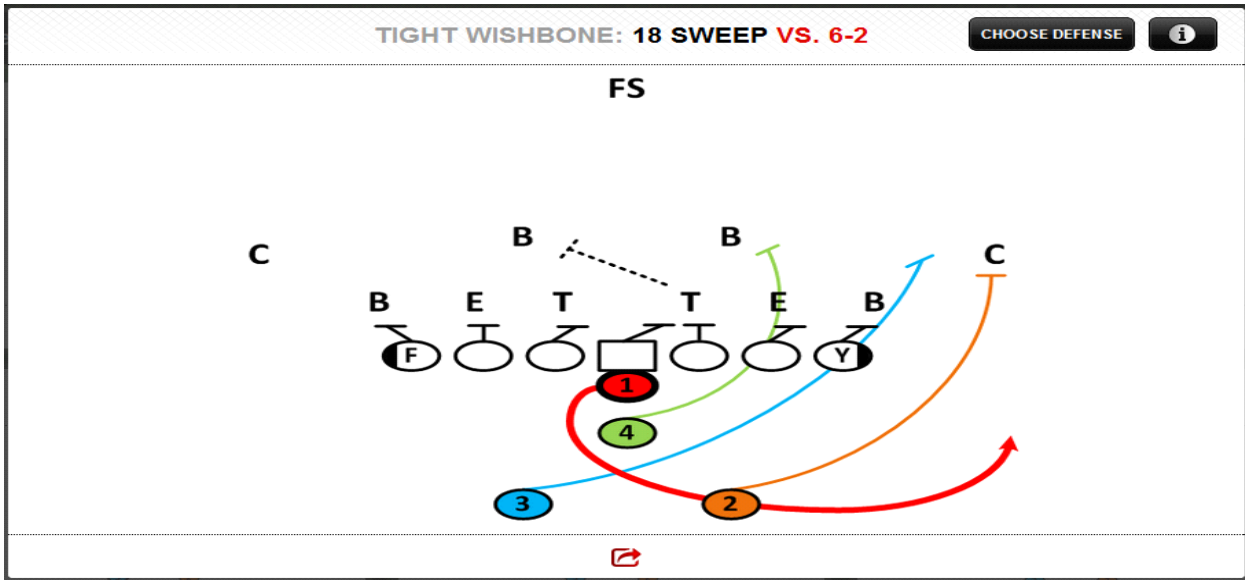




Figure 5



From this expanded view, click on either:

- CHOOSE DEFENSE -  - to Toggle between the 6 defensive fronts. This action may impact the blocking assignments for each offensive player.
- Information -  - to read play instructions for Coaches.

Item 3 – Actions menu - 

- ADD TO PLAYBOOK

Figure 6

Enter a Playbook name then click NEW. The playbook name will appear inside a black banner. You can create as many new playbook names as desired by repeating these steps. Now, select a playbook name from the list that you just created. You will then be returned to the play image.

Note⁶: At this time, you can only select one Playbook item per instance – although we hope to improve upon this in a future release. If you need to add this play to multiple Playbooks then repeat these steps as needed.

- RENAME – depending on which internet browser you use, a dialog box will appear from which you can easily enter a new play name and click OK. You’ll notice upon returning to the play that the new

play name will appear instantaneously. This is how the play name will appear on screen and when printing.

- EMAIL PLAY – click this option to send the selected play to another person(s). If you want to send multiple plays or an entire Playbook then use the print options in VIEW PLAYBOOKS and email the printout using your standard email application.

MY PLAYBOOKS

Once you've purchased a Formation(s) of plays and organized them into a Playbook(s) the system will reflect this on the Home screen, as show below:

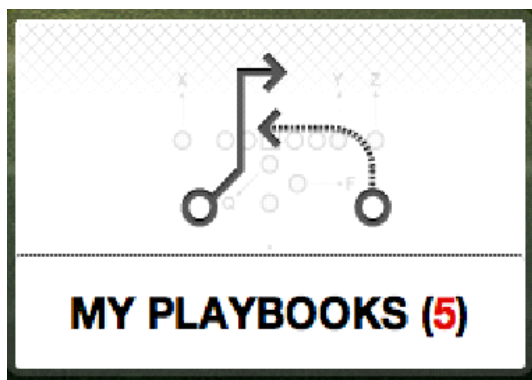


Figure 7

Figure 7 above indicates that 5 Playbooks exists. This number will change as Playbooks are added or deleted over time.

At this time, click MY PLAYBOOKS menu box from the Home screen and the following will appear:

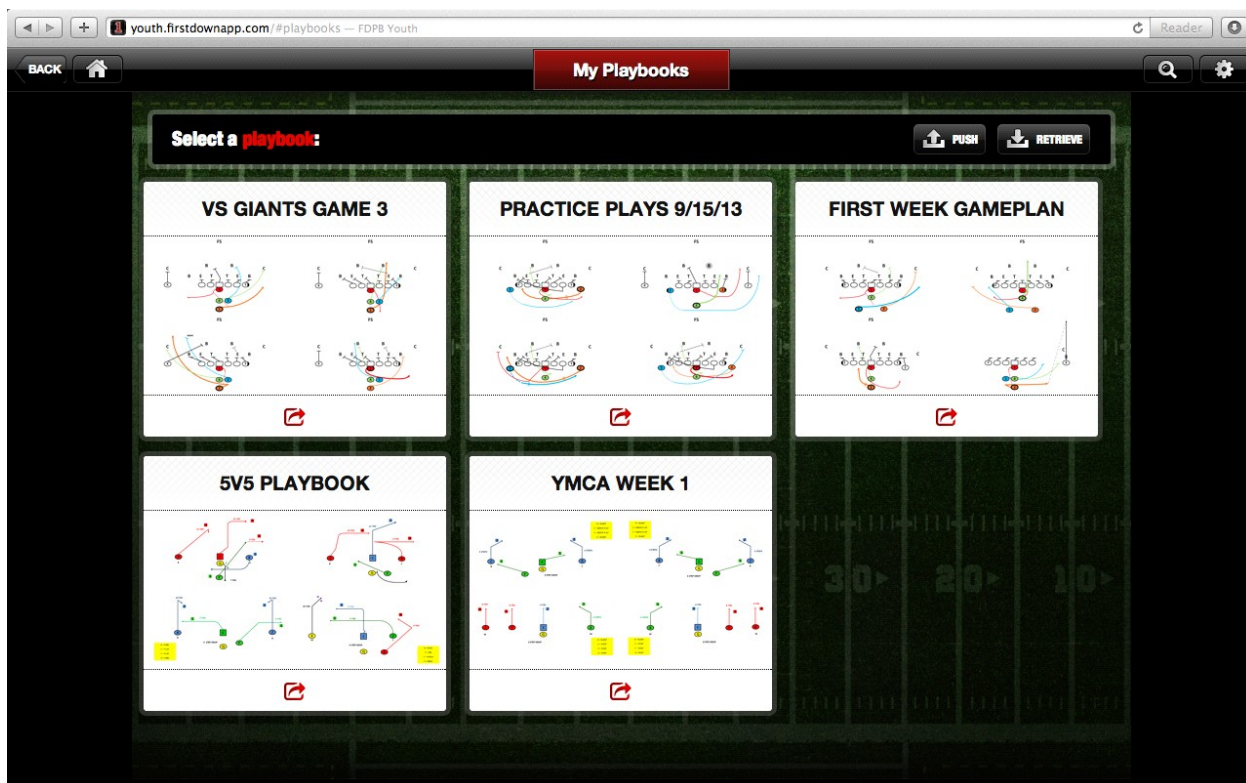


Figure 8

Of course, your Playbook names will likely vary from that in this Guide, as shown in Figure 8.

Data Syncing - You will notice two new menu options – PUSH and RETRIEVE. These are VERY important action items for those operating the application between multiple computers and/or mobile devices. This process ultimately allows placing data on your local data drive and therefore gives you the option of using your Playbooks even if you do not have Wifi connectivity (offline).



Figure 9

PUSH – click this button to PUSH (**send**) your current Playbook data to the application’s remote, hosted server. This data server is managed by 1st DT. The data on this server is stored securely. Further, the data is maintained specific to your login account. Other users, even if within your league or school, cannot access your private data. (See *BUILD A PLAYBOOK, Item 3 Actions Menu, Share to learn about sharing plays with other parties*). This is VERY important to many coaches that consider game planning to be a private matter. Upon clicking this button, and depending on which internet browser you use, a dialog box will appear with a message stating that the data you’re about to send to the application server will replace any existing Playbook data. Therefore, be

sure this is the most current Playbook data and the action you want to take – there is no recovery of previous Playbook data upon clicking OK at this step.

RETRIEVE – click this button to RETRIEVE (**pull**) the most current Playbook data from the application server specific to your login account. Upon clicking this button, and depending on which internet browser you use, a dialog box will appear with a message stating that the data you’re about to retrieve onto the particular computer or mobile device will replace any existing Playbook data. Therefore, be sure this is the most current Playbook data and the action you want to take – there is no recovery of previous Playbook data upon clicking OK at this step.

***Example Scenario:** You’re at your home or office and using your PC or Mac. You’ve just made a number of playbook changes getting ready for practice or a game. You leave but take your iPad or Android Tablet instead. Before leaving, you should PUSH your data to the cloud from your PC/Mac and then RETRIEVE this data onto your mobile device while you still have Wifi. This action is also important, as you’ll learn later, when you prepare to print Playbook data. You’re now ready to go, even if internet connectivity is not available or poor at the remote location.*

Instructions – USE THE FOLLOWING STEPS IN ORDER TO SUCCESSFULLY SYNC YOUR DATA

- From your computer or mobile device that has the most current Playbook data, ‘LOGIN’ (you may already be logged in; if so, then skip this step).
- Go to the ‘MY PLAYBOOKS’ screen and click the 'PUSH' button; be sure to confirm that this has your latest data changes. You’ll receive a message that the data currently in the “cloud” will be replaced. This will push your data to the cloud so that it can be retrieved from other sources.
- From the computer or mobile device you now want to access playbook data from, again LOGIN (if needed, but use the same login account), then go to MY PLAYBOOKS and click the 'RETRIEVE' button. Again, a message will appear stating that the data on this particular computer or mobile device will be replaced. You should now see your current Playbook(s) of plays. Your data has now been synced.
- You can repeat these steps as needed from any computer or mobile device in order to share data across the cloud. Stated another way, it is NOT necessary to BUY playbook data more than once just to access it from multiple sources.

Organizing Plays - From the MY PLAYBOOKS screen you can also view and organize the plays within each Playbook that you created. To begin, click on a Playbook box. An expanded view of the Playbook appears, displaying each play within. You will notice the following at the bottom of each play image:



Figure 10

Similar to viewing a play in MY PLAYBOOKS, there is a red arrow actions menu button. Clicking this item provides one action item – Remove from Playbook. Taking this action does not delete the play from your purchased library of plays, or remove it from the other playbooks, however.

Typically, you will have more than one play in a Playbook. Since many coaches “script” the first few plays of a game, this application allows you to click on the arrow buttons to organize (sort) the plays within a Playbook by priority. This order will also be reflected when printing plays. Click this button to the left or right as often as needed until the play is in the correct location.

PRINTING PLAYS

Additionally, once you’ve clicked on a certain Playbook, you will see that the PUSH/RETRIEVE buttons have become – VIEW WRIST SHEETS PRINT PLAYBOOK and CHOOSE DEFENSE.

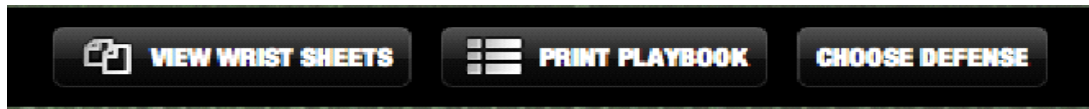


Figure 11

You can print wrist sheets for your team and Playbooks for your team, coaches and parents. You can also choose the defense you want to block with your playbook.

The print function within this application assumes printing from a PC or Mac computer, not a mobile device. If you have the capability to print from a mobile device this feature may function effectively, although testing every possible print option and device settings were not feasible by the 1st DT team.

Also, the Wrist Sheets printouts are currently designed for a 5” wristband product, see example [Wrist Coach](#) product item in Figure 12 below by Wilson Sporting Goods Co.®.

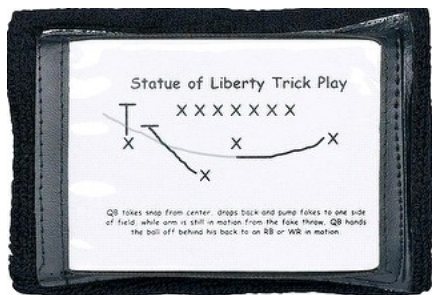


Figure 12

Therefore, this particular print option is pre-formatted into an Adobe PDF ([Download](#)) format and will display in VIEW form prior to printing. This allows for play selection and order validation and the opportunity to insert perforated print sheets, if desired.



If you're looking for an advanced drop back passing app, be sure to check out FirstDown PlayBook™ Dropback. A product overview is below.

- FirstDown PlayBook™ Dropback – native iOS Apple App, FREE to [download](#), focuses solely on the drop back passing game with 10 formations and over 5,000 plays. This App is excellent for 7on7, Adult and Intramural Leagues, and for any coach looking for a quick-access library of successfully executed plays that are drawn professionally. [Click Here](#) to read the User's Guide for the Dropback version.