

Final Report: Personal Website for Stephen Curry

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Address: <https://chaoxwong.github.io/COM5961/Final-Project/curry/responsive/HOME.html>

1. Requirement:

1.1 Problem Definition:

For most new NBA audience who want to get to know a basketball star, the basketball-related websites like NBA.com or ESPN are too statistics-focused and professional to understand. These websites are not friendly enough for new comers.

For the fans of a basketball player, the information about their idol is too redundant and partitioned in different platforms like Wikipedia, twitter, YouTube etc. There is not a website that provides well-integrated information and displays in a chronological order for fans to follow their idol.

This website is built to introduce Stephen Curry's NBA career to the new NBA audience that are interested in him, and to help his fans recap and follow his games, with both word-base introductions, videos, and statistics in a chronological order.

1.2 User Journey:

As we target both the new NBA audience and the fans of Stephen Curry, the user journeys may differ between these two groups of audience (see Figure 1 & 2). There is one more step for the new audience to get to know Stephen Curry by recommendation or by accident. According to the user journey map, my website will mainly focus on three periods: search, explore and update.

For the search period, to make audience aware of my website is of greatest importance. Therefore, SEO including tag management and content development should be done, and the promotion in the social media and NBA-related bbs is also helpful. And, in the future journey map with royal users, the earned media like word of mouth and referral among the users to potential users help attract more users.

For the explore and update periods, the content development is the key issue. Introduction for the new audience and professional content like statistics for the experienced fans should be provided both in a clear chronological order. New games, news and key statistics should be updated as Curry goes on in order to make revisits and develop users' habit on this website. Another method will also be applied that an email reminding for subscribers to inform them of the new content in our website.

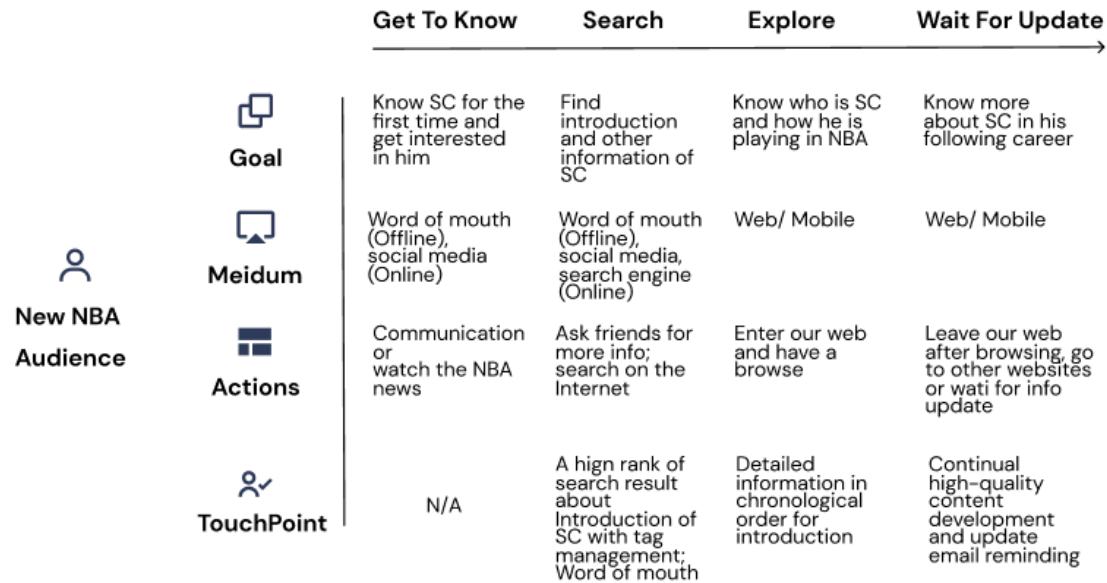


Figure 1. User Journey Map for New NBA audience

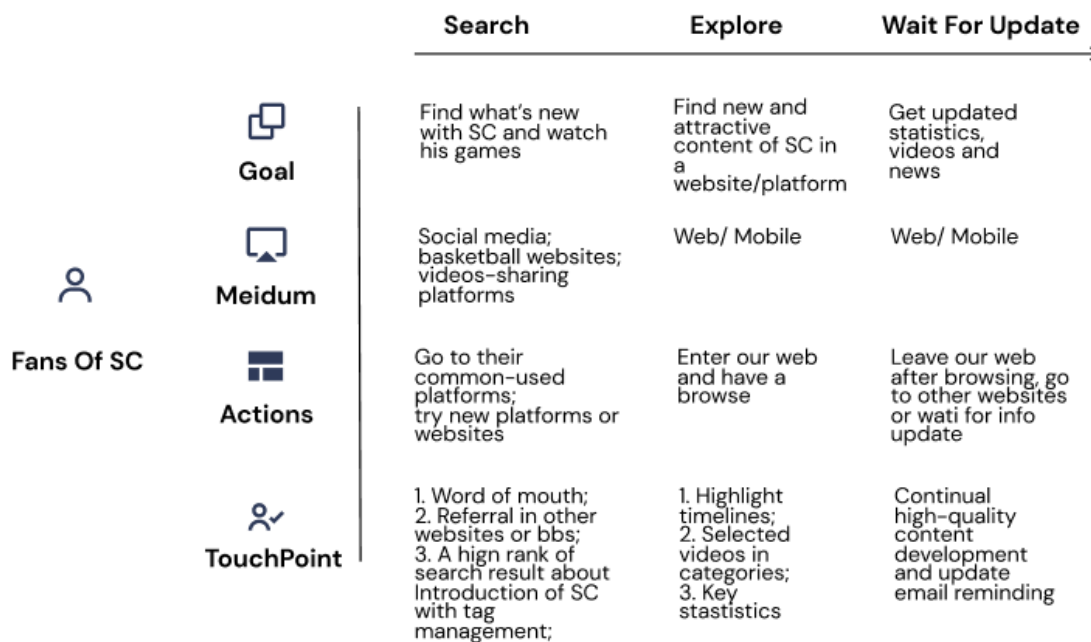


Figure 2. User Journey Map for Fans of SC

2. Design:

2.1 Structure:

As indicated in the requirement section that, this website will target both new audience and fans of Stephen Curry, sections in the website with different content serve different users. The following two levels of data flow diagrams will show how the data is collected and transferred to users in this website (Figure 3 & 4). The tables with dashed lines in the diagrams are the future development sections.

According to these user journey maps, content in this website will be provide within six tables, targeting at both the new audience, the fans of SC and the subscribers in the future. And a subscription system will also be available in the login table.

Because this is a personal website for displaying a basketball player, most sections in this website are individual without many processes to complete a task, a simple entity relationship diagram (Figure 5.) is provided to present information architecture. The tables with dashed lines in the diagrams are the future development sections.

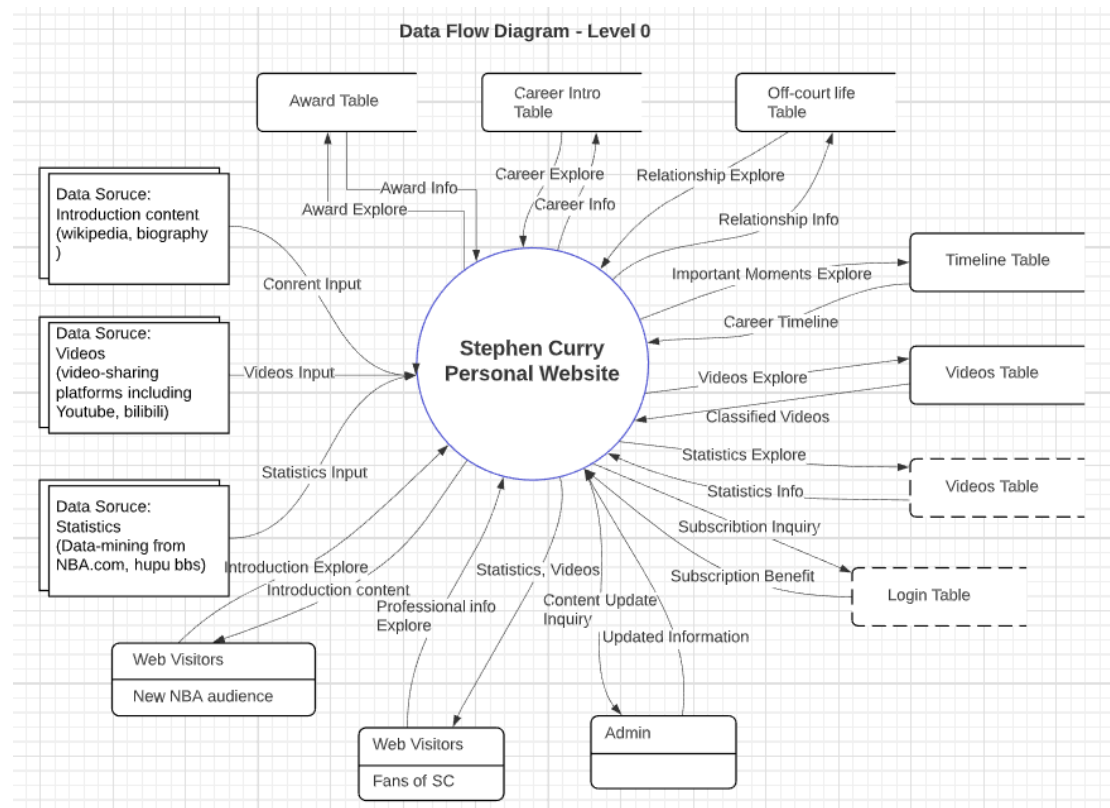


Figure 3. Data Flow Diagram – Level 0

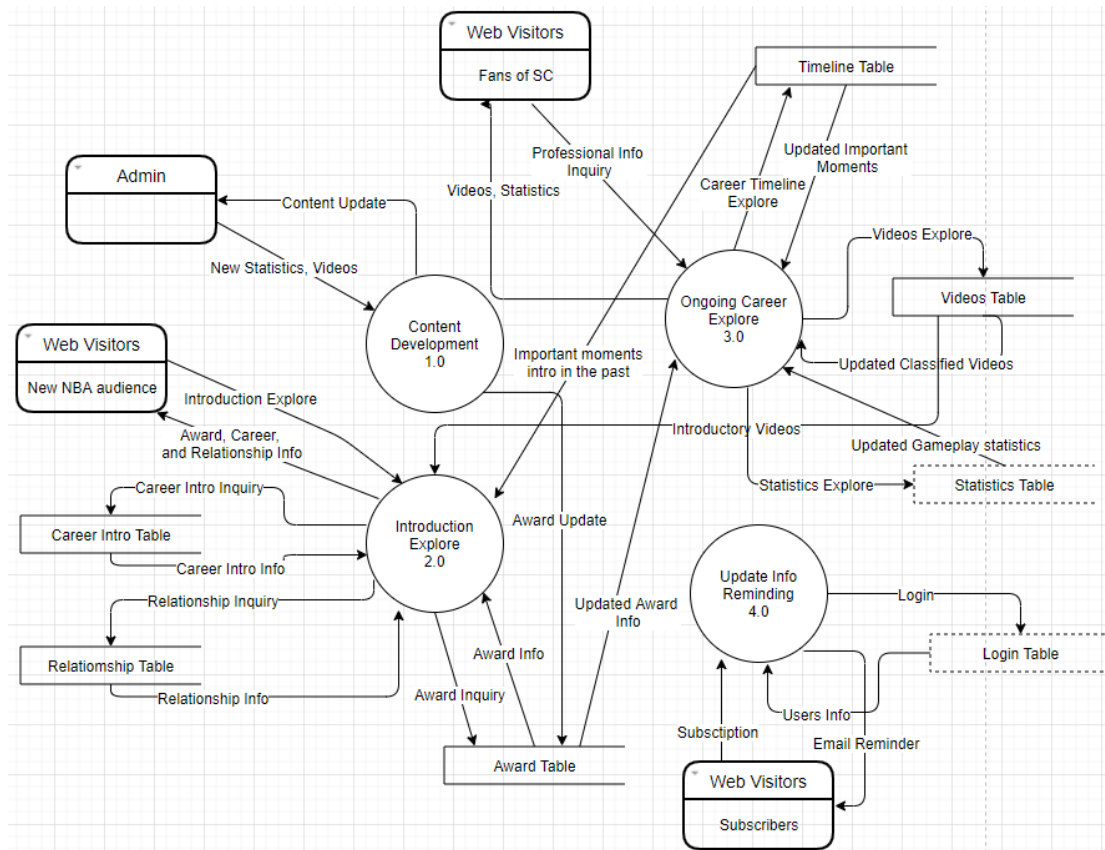


Figure 4. Data Flow Diagram – Level 1

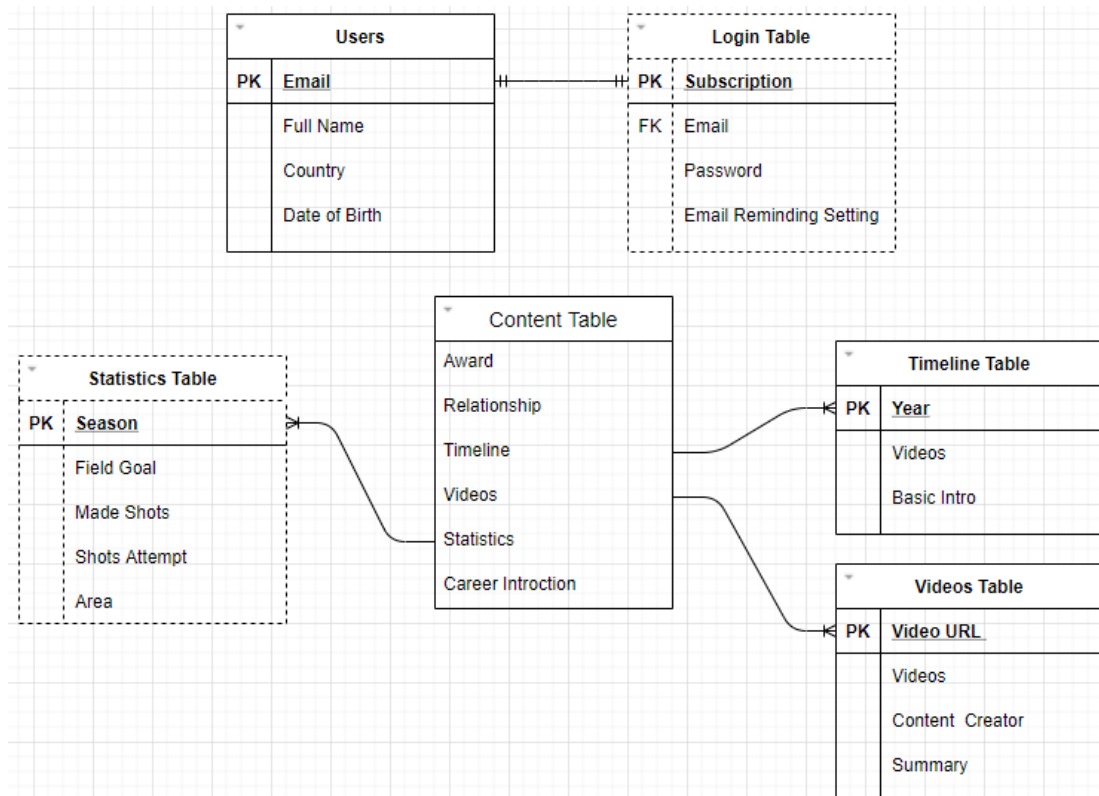


Figure 5. Entity Relationship Diagram

2.2 Prototype Analysis

HOME page

As Figure 6 shows, the HOME page is designed with the title of SC, a short introduction, his photos and a “More” button. In order to attract the new audience, the elements of SC are enlarged to highlight the theme of this website. And the short introduction is presented to help audience build the first impression of SC, and arouse their interest to click on the button, navigated to the Biography page with detailed information.

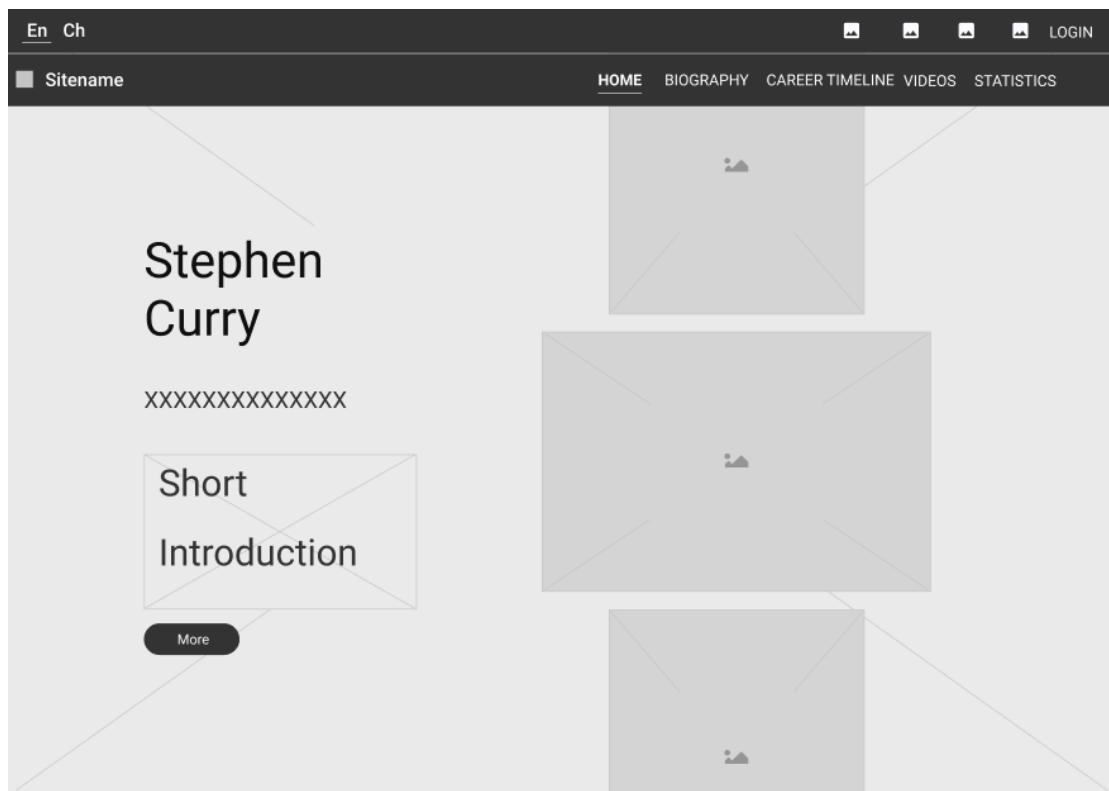


Figure 6. Wireframe-HOME

BIOGRAPHY page

During Figure 7-9, the Biography of SC is divided into three sections, Awards and Honors, Career Introduction and Off-Court Life. In order to make it friendly to new audience, instead of statistics-focused display, the content in “Career introduction” section is presented with key events of Curry’s basketball career year by year. And the list of awards and family and business information will also displayed in time order, to make it clear to the audience for following his career.

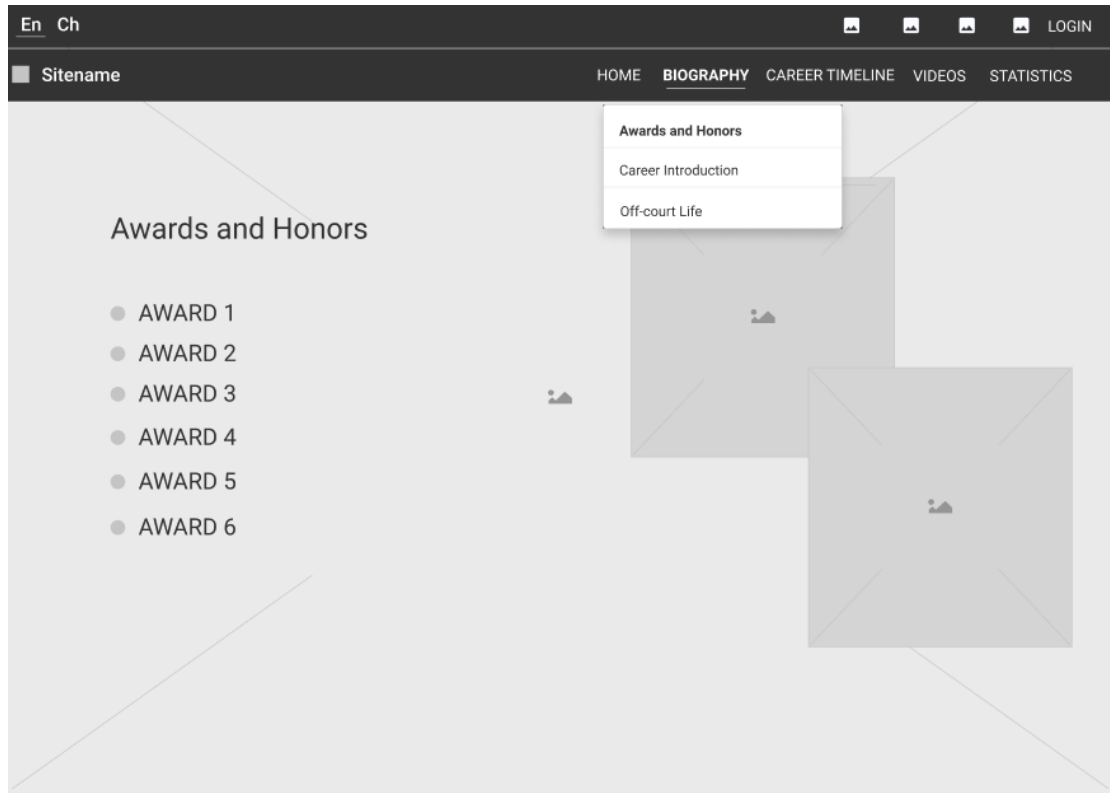


Figure 7. Wireframe-Award

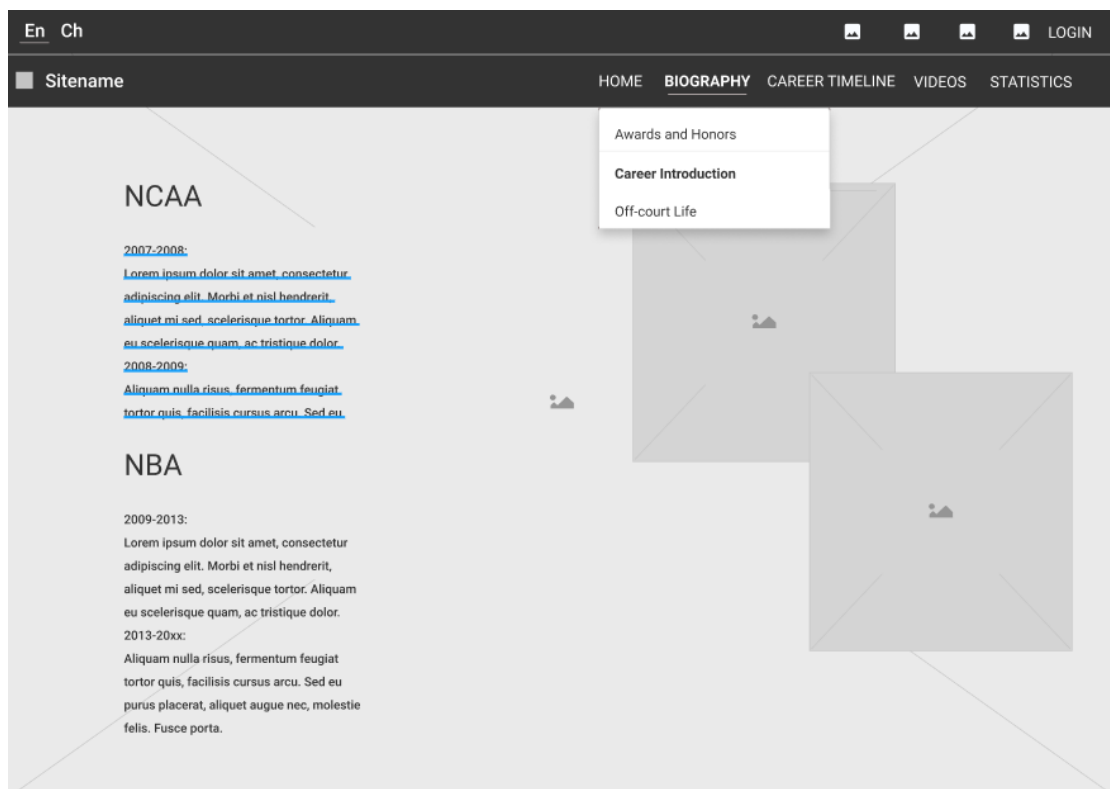


Figure 8. Wireframe-Career Intro

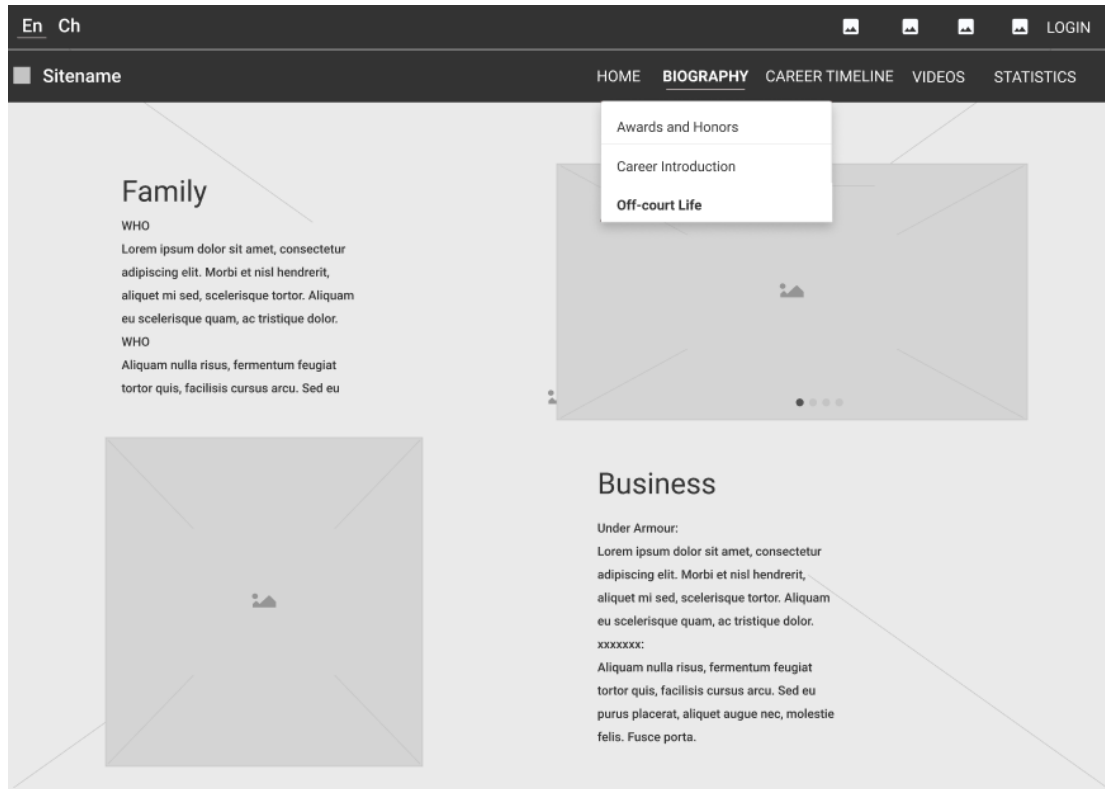


Figure 9. Wireframe-Off-court Life

TIMELINE page

This section (Figure 10) provides audience within a timeline to introduce the career-defining moments of Stephen Curry. In this page, there are 12 slides standing for 12 years of Curry's NBA career. The timeline will be lengthened as his career goes on.

Audience can click on both the control icons in both sides or the basketballs icons in the bottom timeline to choose a year and have a browse. They can also watch the video posted in the slide for visual presentation of his important moments of that year.

For new audience, this timeline gives a clear overview of Curry's NBA career to them, presented with both summary and videos that help visualize; for the fans of SC, it helps them recap SC's highlights moments in a chronological order.

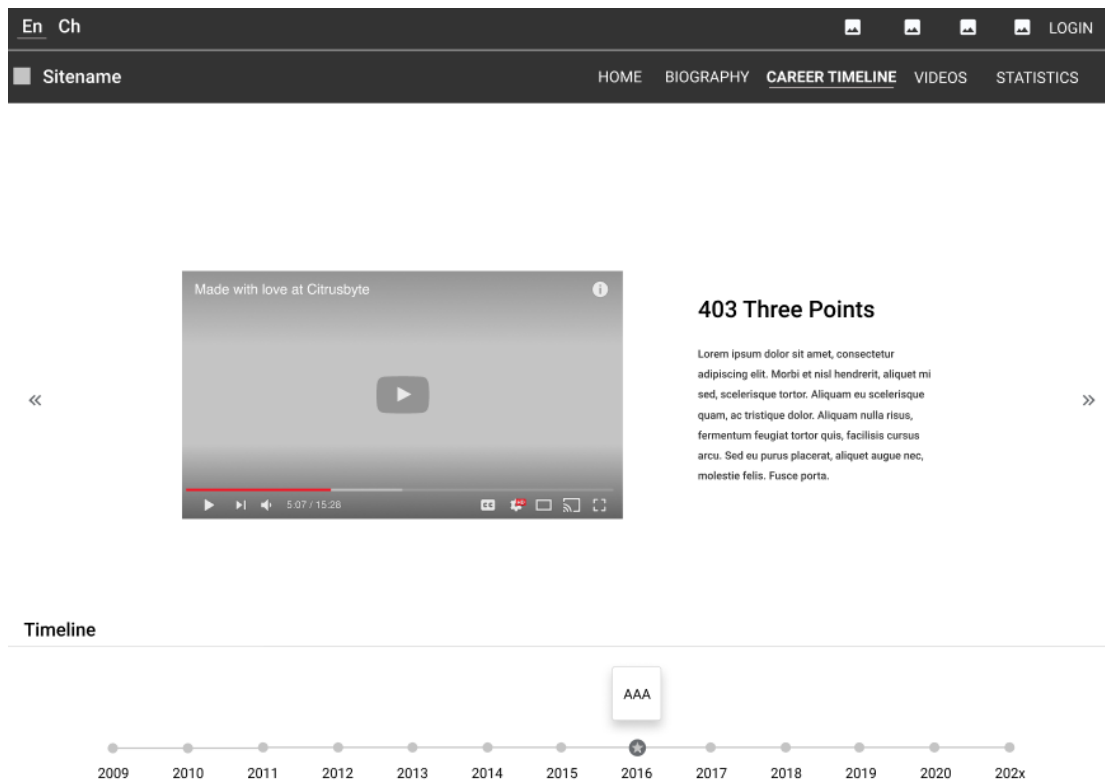


Figure 10. Wireframe-Timeline

VIDEOS page

In the videos page (Figure 11), there is a row of videos that are most viewed on top for recommendation. It offers audience choices when they have no idea about which category of videos they would like.

In the middle space, hand selected from multiple video-sharing platforms, three categories of videos related to Stephen Curry are listed here. The Game Play Videos includes both the full games and his highlights shortcuts, which shows how he is playing in a game.

The Introduction videos are the supplement of the biography of Curry's life and the reflection of his influence in NBA.

While the interview videos include post-game interviews and talk shows that Curry involves, giving audience the impression of who Curry is when he is off-the-court. This videos page enables audience to choose which part they would like to know more about Curry, and go further in a visual way.

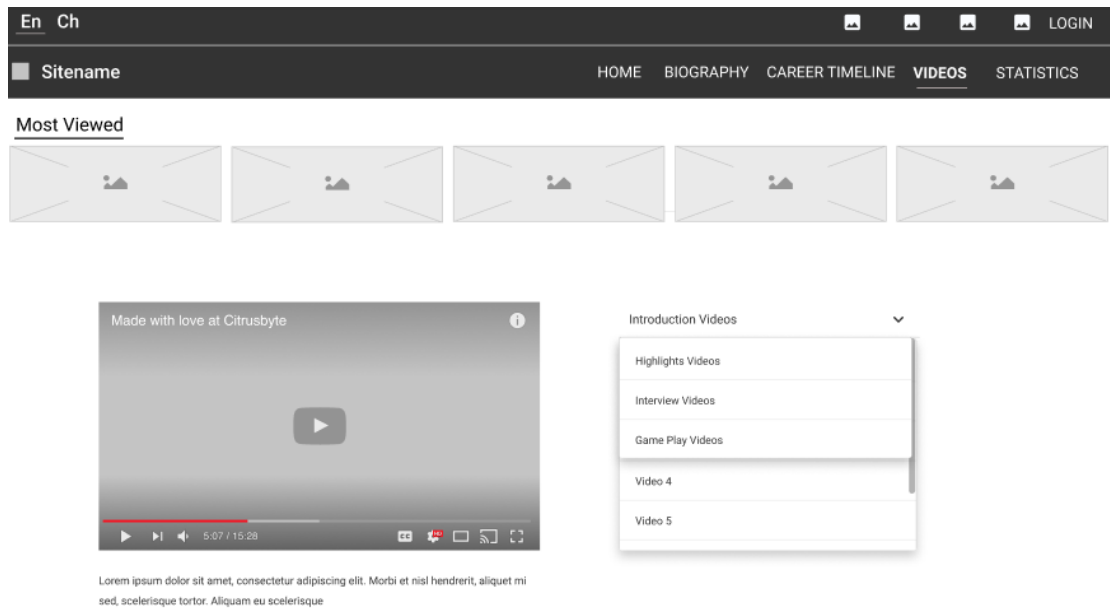


Figure 11. Wireframe-Videos

STATISTICS page

In the statistics page (Figure 12), there shows the table of SC's shooting statistics including his field goal and his three-point field goals. Users can select seasons or areas to reorder the table and have a view on SC's shooting performance. Below the table there is also a shot chart with different color representing the percentages for visual presentation.

This page offers professional statistics to the fans of SC for overviewing the shooting performance of SC. Instead of a full picture of statistics, a shot chart is applied to visualize the field goal percentage of SC, making it easy to understand for both new audience and the experienced audience.

Statistics

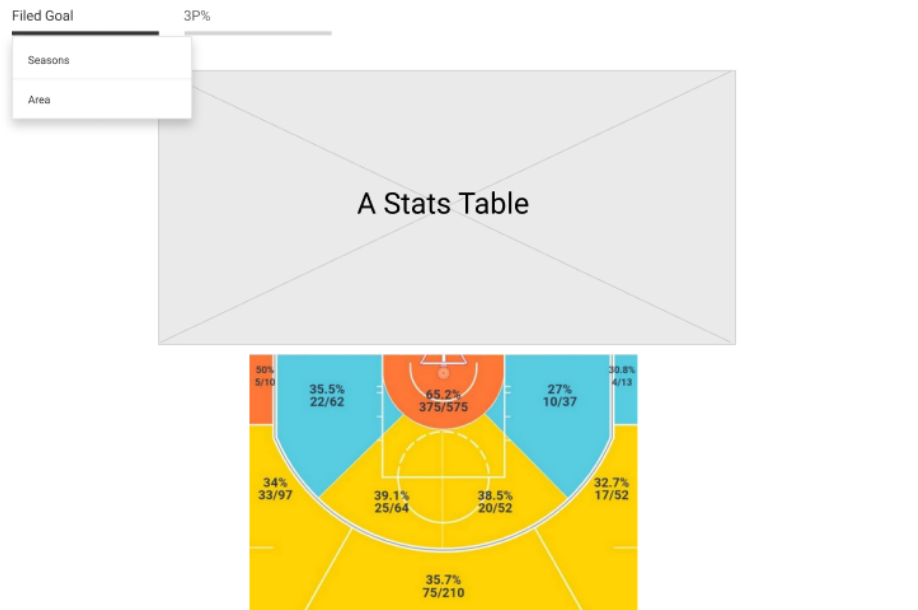


Figure 12. Wireframe-Statistics

3. Test

3.1 Usability Test 1

According to the Figma prototype, I did a usability test with five participants, to test whether the information architecture and navigation works with both the fans of SC and the users who do not know SC. Three of the participants are fans of Stephen Curry and two of them have not watched NBA before. Based on the introductory function of this personal website, I planned five tasks for them. And the following figure shows the tasks and their performance (Figure 13).

	Fan 1	Fan 2	Fan 3	New 4	New 5
Task1: Find the introduction of SC	Click "More" button in homepage	Click "BIOGRAPHY" and navigated to the Award Section	Click "More" button in homepage	Click "BIOGRAPHY" and navigated to the Award Section	Click "More" button in homepage
Task2: Find the information of SC's career	Click "Career Timeline" and scroll the timeline to other slides	Click "Career Intro" in the dropdown of "BIOGRAPHY"	Click "Career Timeline" and click on the chevron button	Click "Career Intro" in the dropdown of "BIOGRAPHY"	Click "Career Timeline"
Task3: Find out how Curry is playing in his games	Click "Videos" and choose "Game Play Videos"	Click "Career Timeline" and the videos on it	Click "Career Timeline" and the videos on it	Click "Videos " and choose "Highlight Videos"	Click "Videos" and choose "Game Play Videos"
Task4: Find one of the videos you like to watch	Click "Videos" and choose "Interview Videos"	Click "Videos " and choose "Highlight Videos"	Click "Videos " and choose "Highlight Videos"	Click "Videos " and choose "Highlight Videos"	Click "Videos " and choose "Game Play Videos"

Figure 13. Usability Test 1

According to the Test 1, it can be found that during Task 2 and Task 3, there are different actions for completing the same tasks, which means there may be functional overlap or navigation overlap in these sections.

3.2 Usability Test 2

With the structure of Figma prototype improvement on the navigation system, I build the html web app. The second usability test is also done to find if there is any content missing to fulfil the users' demands. Another five users participated this test, two of whom have not watched NBA before and the other three are the NBA audience and know Curry. The similar three tasks are assigned to them (Figure 14).

	Audience 1	Audience 2	Audience 3	New 4	New 5
Task1: Find out one of the introductions of SC	Click "BIOGRAPHY" and enter the "Career Intro" page	Click "BIOGRAPHY" and enter the "Career Intro" page	Click "BIOGRAPHY" and enter the "Award" page	Click "BIOGRAPHY" and enter the "Family" page	Click "BIOGRAPHY" and enter the "Career Intro" page
Task2: Overview SC's NBA career	Click "Career Timeline" and scroll the timeline to other slides	Click "Career Timeline" and view the details on one slide	Click "Career Timeline" and click on the chevron button	Click "Career Intro " and then switch to "Timeline"	Click "Career Timeline" and view the details
Task3: Find out how Curry is playing in his games	Stay in "Timeline" and click the videos	Click "Videos" and selector for Game Play videos	Click "Videos" and watch the default videos showed	Stay in "Timeline" and click the videos	Click "Videos" and roll down the column for more videos
Task4: Think of anything you want to know about SC and try to if you can find in any sections in this website	No, Statistics Section	No, following games indicator	YES, the highlight videos in videos page	Yes, the carrer intro in the timeline page	No, the news of SC.

Figure 14. Usability Test 2

As the result of the test shows, certain professional sections related to statistics and specific games is missing in this website for the experienced NBA audience; while for the new audience, they may want to know more about a player from the news section.

One of fan participants also mentioned that there may be more than one highlight moments in one year, therefore he expected that in the timeline section there would be two more slides for one year.

3.2 A/B Testing

Regarding to usability tests, I conducted an A/B Testing with Google Optimize and Analytics. The goal for this testing is to find whether a guidance for navigation in this website would help improve the users' experience in this website.

Due to the potential navigation problem, I modified the short introduction column in the HOME page (Figure 15), replacing it with the navigation guide (Figure 16). The original prototype focuses more on design while the variant version focuses on the users' experience.

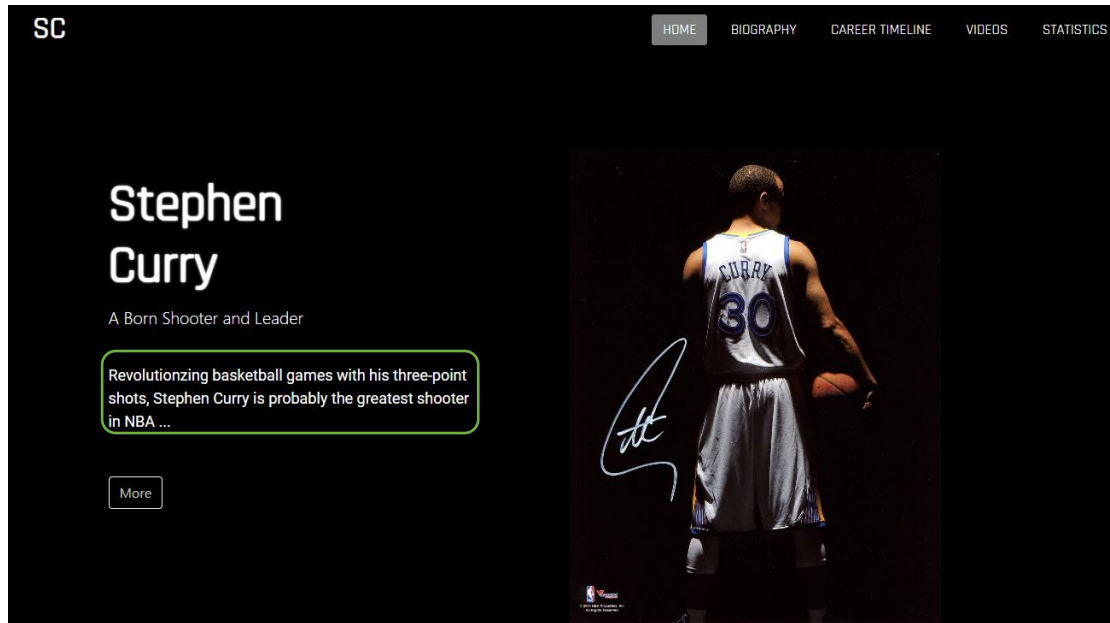


Figure 15. Original Prototype

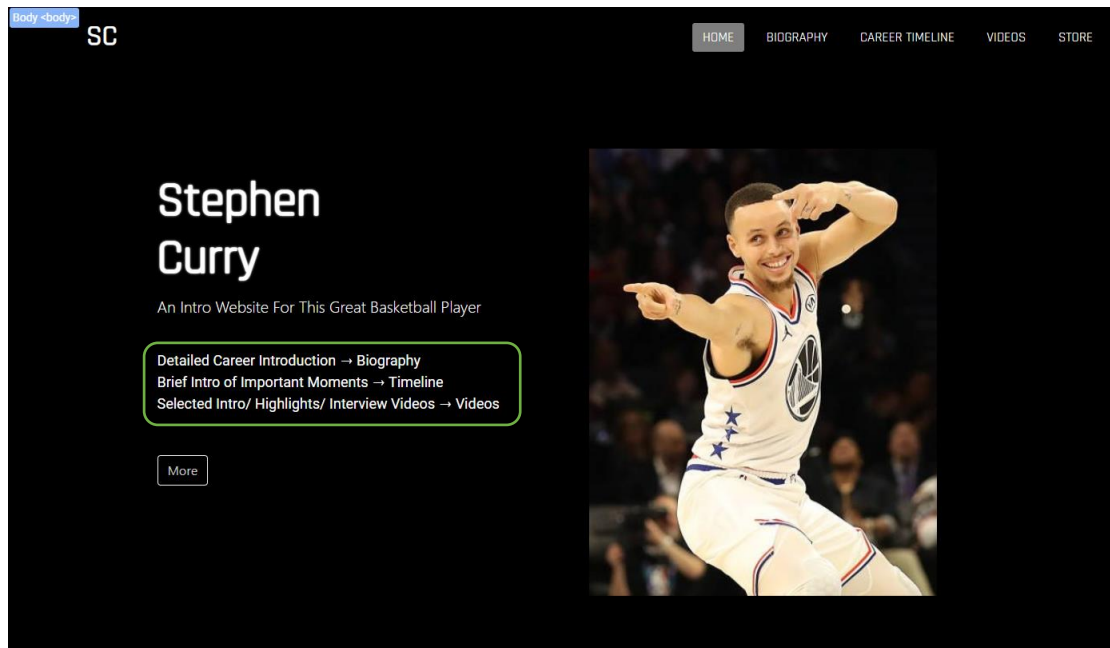


Figure 16. Variant Prototype

With 11 days running, there is limited data running in my website. Totally, 11 collected sessions are recorded. Zero out of nine the experiment bounces are in the original prototype, while one out of two the experiment bounces are in the variant prototype. Therefore, there is no evidence to show that which version is better with not enough sessions.

4. Evaluation and Recommendation

4.1 Further Development

According to the two usability tests, we can find this website cannot fulfill all the information demand of the users as we target at both the new audience and the fans of SC. The information architecture should be improved with news section, statistics table, and a subscription system for building the fans community.

For the news section, news could be separated into two types. Games-related news list the events relating to the post-match interviews, the game results, and statistics. Personal life news may include the events of Curry, his families, and his business.

For the statistics table, Curry's playing statistics can be displayed including his goals, field goal, and three-point field goal for each season. A shot chart can be applied, as the Figma prototype shows, to visualize Curry's shooting performance instead of statistics-focused presentation.

For the subscription system, users could register with their email in this website and we will provide Newsletters and Curry's games indicator service to the subscribers. A memorabilia store will be opened only for memberships to buy or sell collectibles related to Stephen Curry in this website.

For the existing structure, the Timeline section could be further developed with more slides of important moments for one year instead of only one. The UX of the bottom timeline can be optimized that, a button that could be clicked or dragged from left to the right should replace the icons only for click now.

4.2 Operation

The operation for this personal website can be separated into two parts – content development, and promotion.

4.2.1 Content Development

Starting with the supplement of the news and statistics sections, content development includes both planning content and updating content constantly. Demand validation

should be done for content planning with more usability tests to find out if there is any demand of our users not fulfilled in this website.

Content update should also be done especially in the news and statistics sections, where news from social media platform and other news channels needs hand selection and audit daily, and data needs to be scrapped from the NBA database once there is a game. Content in the “VIDEOS” and “TIMELINE” section can be collected and selected from video-sharing platforms with the source indicated if authorized reproduce.

4.2.2 Promotion

Another mission for operation is to arouse the awareness of our website. Search engine marketing and optimization should be done by tag management and content development to attract users from the search platforms.

Promotion can also be done in sports community and social media platforms by providing attractive and high-quality topics and content, and then driving traffic to our website.

4.3 Cost and Monetization

4.3.1 Cost

The major cost of this website comes from website server hosting and the operation. In order to drive traffic and attract audience, it needs a constant content development and promotion. During advertising, bidding for keywords should be done by Google Ads to display our website to web users.

4.3.2 Monetization

In the early period without many users, content in this website is all free for attracting more users. When developing a few users, the monetization will come from the ads, and the commission from the built-in store.

Sports-related ads will be selected and displayed within the balance of users' experience and ads. A built-in store for selling or buying collectibles of Stephen Curry

or the Warriors is open for the subscribers, and a commission will be charged in a transaction.

4.4 Market Studies

	Competitors	My Website
Subject	NBA.com, ESPN	Stephen Curry Personal Website
Target users	the whole NBA audience	the fans of Stephen Curry
Strength	1. Professional Statistics; 2. live-streaming and replay services	1. integrated SC information; 2. fan community
Weakness	Scattered information; not friendly for new- comers	lack of first-hand information

Figure 17. Market Analysis

As this market analysis table shows (Figure 17), as a personal website, there is limited first-hand resources and live-streaming service for audience to have a better watching experience. However, as a professional NBA information website, it is hard for NBA.com to build a fan community when it covers so many players. What's more, Stephen Curry, the theme of this personal website, has just won three championships out of four years and won a great number of fans all over the world, which means the fans are still active and prefer to consume for their idol. There is room for developing the fan economy.

Therefore, it should attract the fans and build a fan community by providing integrated and high-quality content related to Stephen Curry, and benefit from the royal fans. For example, charging the commission from a customer-to-customer built-in store that selling tickets, the autographed t-shirts, basketballs, or shoes that are related to Stephen Curry. A different monetization mode should be applied in accordance with the proposition of the personal website.

5. Conclusion and Limitations

There are several limitations in this project. First, the A/B Testing is not completed due to a lack of traffic, resulting in no results that would help improvement in the project. Second, the information architecture is incomplete that many sections are missing in the web page comparing to the Figma prototype, because of a lack of time and my stubbornness in programming instead of using the template tools. Third, the monetization model is still not clear and reasonable. The profit from the commission in the store may not cover the cost of operation, and it is not that easy to build an e-commerce platform in a personal website.

But during this project, I get a lot both conceptually and technically from the process of requirement analysis to product development. Especially from the design thinking map, I know how to develop a new project from the problem defining to the latter prototype designing and testing.