Topic:

Stephen Curry's Bio Page

Problem statement:

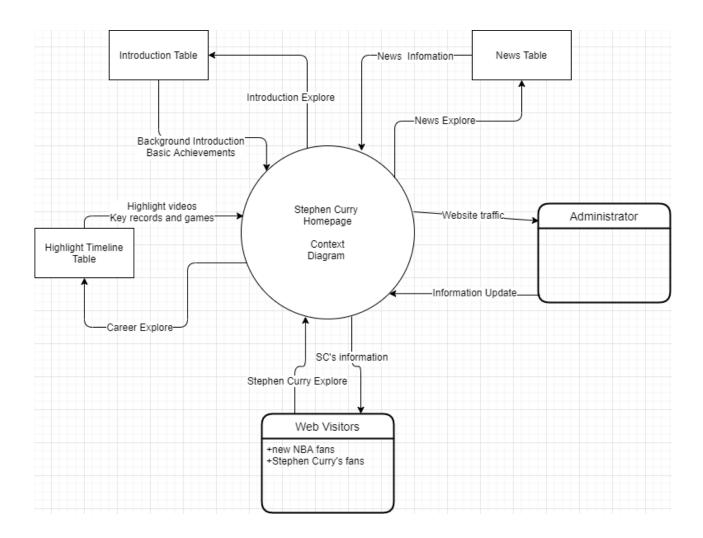
How might we help <u>Stephen Curry gains news fans</u> and help <u>the new NBA audience</u> that are interested in Stephen Curry but not know him well to get access to his highlights playing video and his corresponding record stats in timeline easily, so that <u>this website</u> can make its contributions to show Steph's style of play, introduce his basketball career, and build a Stephen Curry's fans' community?

Pain points:

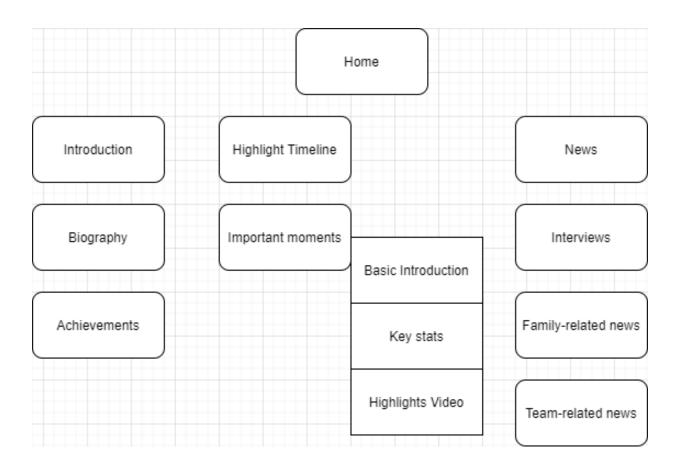
- 1. Too stats-focused is hard to comprehend for a new NBA audience.
- 2. Get to know Steph's basketball career on a timeline.
- 3. Relate records, outstanding stats, and highlights to certain games by video.
- 4. Get to know the news of Steph Curry including his interview, family and team relationships.

Journey map, Data flow diagram, Key data views and Entity-relationship diagram will be posted in the next few pages.

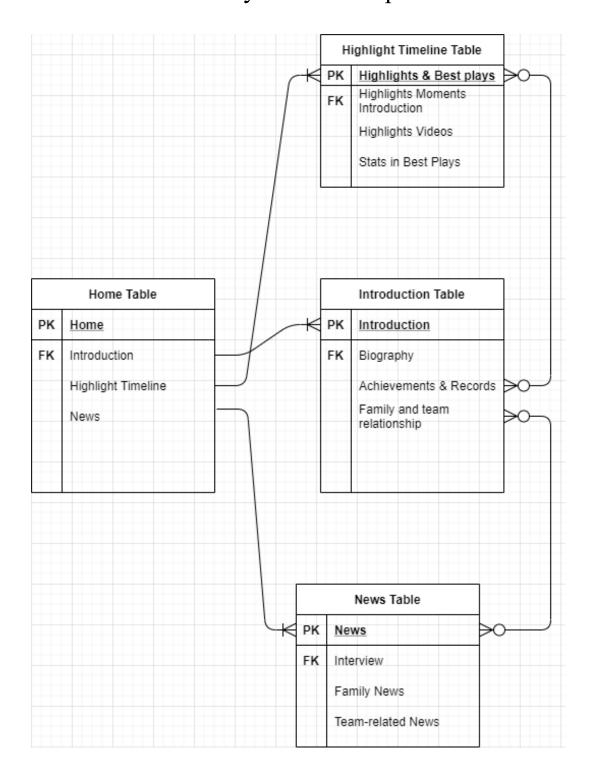
Data Flow Diagram



Key Data Views



Entity Relationship



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Journey Stages	Explore	Start with Introduction Part	Go on with SC's game performance	Follow what's new with SC
Customer goals	To search Stephen Curry online and find his infomation	To know more about Steph Curry and how he is going in NBA	Want to know more about his style of basketball playing and some highlight moment	Deep in and want to follow SC's games and news
Customer actions	Users search and go to different basketball- related platforms for information	Enter the Introduction part and browse the info	Click the links on Intro Page or go back to homepage and enter the Highlights Timeline Page	Enter the News page for SC's news
Touchpoints	Basic biography Key statistics and achievement Wideos of highlights	1. Basic intoduction of his background 2. Key achievements and records (Link to specific highlights page) 3. Team and family relationship (Link to specific News page)	1. SC's important games, highlights moments and achievements showed in timeline. 2. The showcase includes both textual intro, photos and video sharing	1. news from different channels
Customer experience	Good: this website is attractive, maybe I can stay here for more info. Bad: It looks bad, leave now.	G: I am quite interested in SC and what will show on the link, and click. B: The info seems to be not so detailed, leave.	G: Seems creative and clear or become a fan of Steph, want to stay here for longer time B: Seems gaudy or find Stephe's play is not so attractive and leave.	G: This piece of news is interesting and want to watch more. B: Nothing updated today and leave.