

Strategy Plane

What's culturally appropriate?

Users are going to be from all ages. This site was a personal idea of mine. The site can be adapted to all sports.

What content type would be relevant?

This needs to be a simple webpage and direct.

Navigation needs to be obvious and simple.

A clear & simple form is needed to allow the user to make payment, add a blog post, update profile and register.

Why is this site so special?

This website is letting the sports fan keep up to date with games from around the country.

It also allows the user to read articles from the games they were at and eventually buy their sports clothing online.

Why would a user want this?

To keep up to date with their team.

To be fit to buy items from the store.

What makes a good “Gaa Blog” experience?

- Ability to create, read, update or delete blog posts
- Ability to review other submissions
- Ability to keep up to date with team news
- Ability to view items in the store and purchase them.

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What does the user expect?

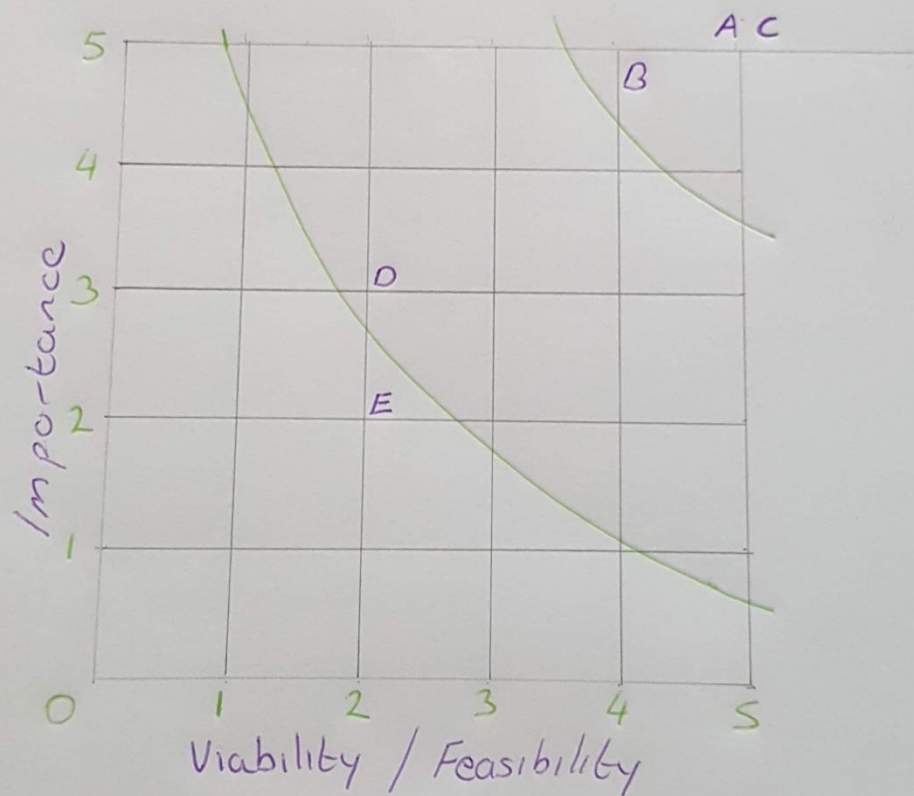
- What is it? – A multi-page site where the user adds, reviews update posts, keeps up to date with the team news, and can purchase out the latest merchandise.
- Is it what I expect to see? – Familiar sports pictures, stadium photo and up to date articles ought to visually portray this and help make it look credible and trustworthy.
- Does it offer what I want? – Articles, forms, pictures of merchandise and a map
- Does it offer enough to stay? – Users will always come back as all the submissions will be there to review after every match.

What actions can I take now?

- Bookmark the “Gaa Blog” website
- View all the new news items.

<u>Opportunity/Problem</u>	<u>Importance</u>	<u>Viability/Feasibility</u>
<u>Create an online presence</u>	<u>5</u>	<u>5</u>
<u>Increase views</u>	<u>5</u>	<u>4</u>
<u>Store</u>	<u>5</u>	<u>5</u>
<u>Connect with news Items</u>	<u>3</u>	<u>2</u>
<u>Connect to GAA site for new Museum</u>	<u>2</u>	<u>2</u>
<u>Total</u>	<u>20</u>	<u>18</u>

- (A) Create an online presence
- (B) Increase Views
- (C) Map
- (D) Connect on Social media.
- (E) Connect to GAA Site for tickets.



From the above table I will concentrate on A, B & C.

- Create on online presence
- Increase views
- Store