Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

GIT HUB
Your Website Idea:

A SPORTS WEBSITE
Service or product that will be sold:
SPORTS NEWS ON THREE COMERCIAL SPORTS; SOCCER, NBA, NFL

Proposed topics (at least three but you can list more) that your website will cover
1. **STATISTICS ON SPORTS TEAMS**

2. **TEAM NEWS**

3. **GAME SCHEDULES AND WHERE TO WATCH THEM**

Current URL (or desired URL):www.score.com

2) Who?
Who is your customer/target audience? Describe your target audience (age range, education level…)

I am targeting men and women between the ages of 14-40,mostly high school level and above with the interest in the statistics of sports.

3) Value
Why do your customers need you? What is your most important benefit (to the customer not you)?
I WOULD PROVIDE THE CSUTOMERS WITH ENOUGH INFORMATIONS TO PICK OUT THEIR FANTASY TEAMS AND ALSO TO FOLLOW UP ON THEIR TEAMS

What do you offer that is different from your competition?
I OFFER INFORMATION ON ALL TEAMS AND NOT JUST THE MAAJOR ONES

How do(will) customers use your site? What are their goals?
CUSTOMERS WOULD USE MY SITE TO UPDATE THEMSELVES ON WHICH OFFICIAL BROADCASTERS TO CATCH THEIR FAVORITE GAMES AND ALSO TEAM STATS, GAME STATS, AND NEWS

4) Perception
What do you want to project about your company, your department, your project?
I WANT TO PROJECT AN OPEN-MINDED INTEREST FOR THE GAME.

List adjectives describing how you want visitors to perceive your website.

EDUCATIVE, INTRIGUE, AUTHENTIC, INFORMATIVE, EYE CATCHING

List URLs of sites you like. What do you like about these sites?

GOAL.COM, ESPN.COM, TWITTER.COM. THERE ARE CONSTANT FLOW OF AUTHENTIC INFORMATION ON THIS WEBSITE. SET UP IN VERY INTRIGUING AND INFORMATIVE WAYS

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?
I WOULD USE CONTENTS FROM SOME VARIOUS SPORTS WEBSITE

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?

YES I WOULD LIKE A LOGO AND COLOR SCHEME AND NAVIGATION PATTERN

6) Technology

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.

HAVEN'T DECIDED YET
Any required database functionality (dynamic content generation, personalization, login…)?

Need for secured transactions? (like online shopping)
NO DIRECT TRANSACTIONS WOULD BE CARRIED ON THE WEBSITE.

Any additional programming requirements? (like search functionality)
YES I WOULD CREATE A SEARCH FUNCTION TO QUICKLY FILTER CONTENT

7) Marketing

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?
THE NAME IS TO SET UP AN EASY ABILITY TO FIND, WITH ALL SPORTS USING SCORES. I WOULD ALSO SHARE LINKS VIA MY SOCIAL MEDIA ACCOUNTS

Do you have a marketing strategy in mind to promote this project? If yes, describe it.
I HAVEN'T DECIDED YET

8) Updating

How do you plan to keep the content on the site current and updated?

I PLAN TO PROVIDE UODATES AT LEAST TWICE DAILY WITH LINKS TO OTHER WEBSITES FOR CURRENT NEWS
How often should content change on your site?
EVERY TWO DAYS.

Who is responsible for updating and providing content?

MYSELF
What software will they use to keep the site updated?
I WOULD USE A CMS