

# Brand Analysis

## Strengths

- Navigability
- Important info up front
- Mostly good layout

## Weaknesses

- Color Scheme
- Low Res Images
- Team access button

## Competition

The main competition would be other clubs or teams within the school. Technically, other schools' robotics teams would be competitors, but realistically, sponsors and students would just end up supporting their own team so it doesn't matter as much. The main advantage that the competitors have is that the robotics website was created by students with minimal web design experience rather than a more professionally made web page.

## Audience

The Audience is split into 2 categories; team members/families and sponsors.

The team members and families would be using the website to get information about signing up, events, announcements, and other information about that type.

The potential sponsors would be interested in what the team was about and how to possibly sponsor or donate to the team. They might be interested in events, but probably not as much as the team members.

## Positioning

relative to the competition, the team satisfies a need to have a science and technology based club. The Club is run almost like a business, with multiple sub-teams, like programming, robotics, marketing, strategy, and others. Depending on what you did in the team, you could put it on your resume, because it was essentially a job. So compared to the competition, this team is a lot more education and skill building focused.

## Messaging

The Messaging seems to be mostly focused on showing the benefit of joining and supporting the team; showing that the students involved are learning specialized skills and other useful things. I think this part is pretty effective.

## Communication

They use Twitter, Instagram, Facebook, and YouTube. They post relatively often on Instagram and Facebook, They post a few times a year on twitter, and they have not posted for over 5 years to YouTube. I think they are covering everything they need to. I think that if they posted to twitter and YouTube more often, it would be beneficial, but it's not hurting.

# Content Outline

## Home Page

The Home page shows a few candid pictures in a rotating gallery behind the team name. It has a few statements about what the team's goals and message are. There are links to articles about the most recent events. There's a spot highlighting the top sponsors with a link to the sponsor page. And finally there's a current team photo.

## About Page

A short description of the team and their demographics. The same current team photo. And then there is a list of the sub-teams with their descriptions and who is on each team.

## Sponsor pages

On the first sponsor page, there is a button to donate and 2 sentences saying why someone should donate. Below, they have the sponsorship levels and what companies are in each level and how they help the team, from providing money to providing metal working services.

The other sponsor page goes into much more detail about why a company should sponsor the team. There is a rundown on what benefits come with each sponsorship tier and income and expense reports. This page is definitely aimed more at a representative for a company, rather than a student.

## All Pages

All pages have a header with the team logo and dropdown menus to each page. The footer is just "©StormBots 2023"

## Business goals

- Get money from donations
- Get money from Sponsorships
- Maintain a successful team to continue funding from school
- Get smart and talented students on board so they can maintain a good brand.
- Get information out to all relevant parties

## Brand Goals

- Show how joining the team can help students in the long run
- Show off how smart and talented the students are
- prepare students for future
- Create a fun environment for students
- attract potential sponsors
- Differentiate the team from other school clubs

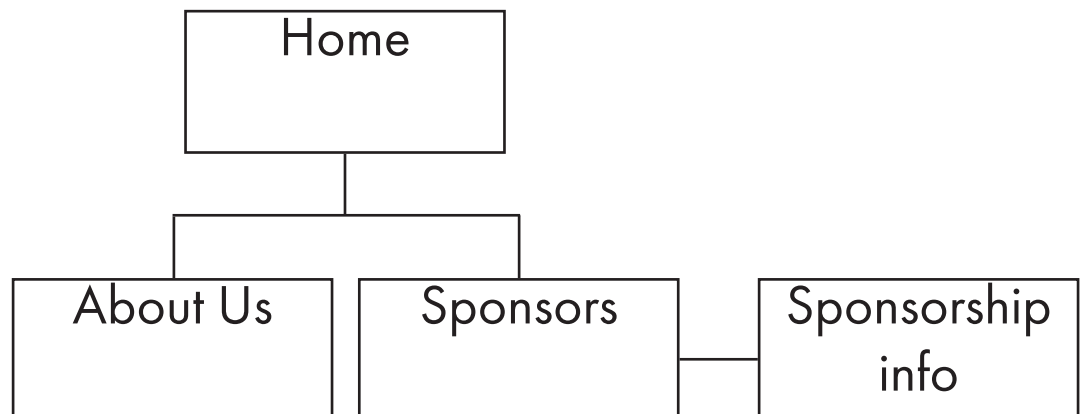
## User goals

- Learn how to apply to for the team
- find out what the team offers
- Learn meeting times
- learn event times
- donate to the team
- become a sponsor and what benefits you would get from that

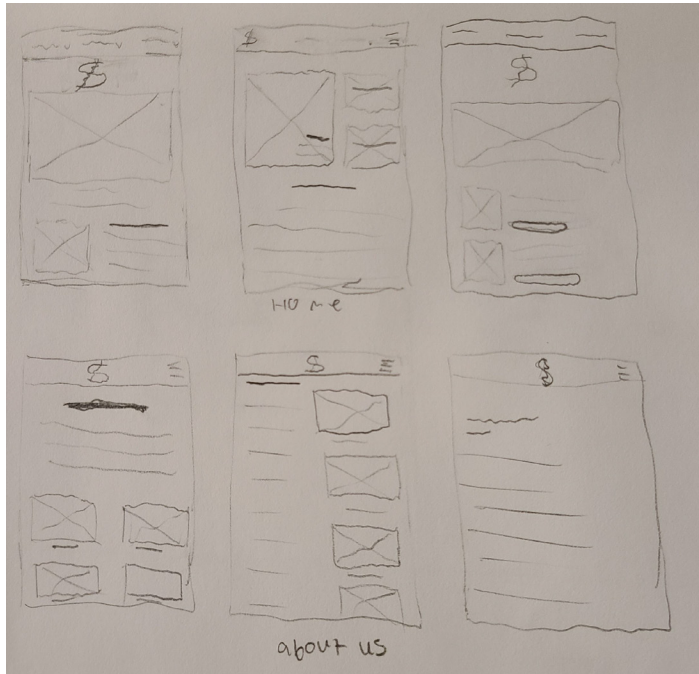
## Strategy Statement

I plan on improving the user experience by streamlining the website so there are fewer pages and the info won't be spread across multiple pages when it could just be on one. I will put an emphasis on the "helping build the future" aspect. Finally, I'm going to redesign the logo.

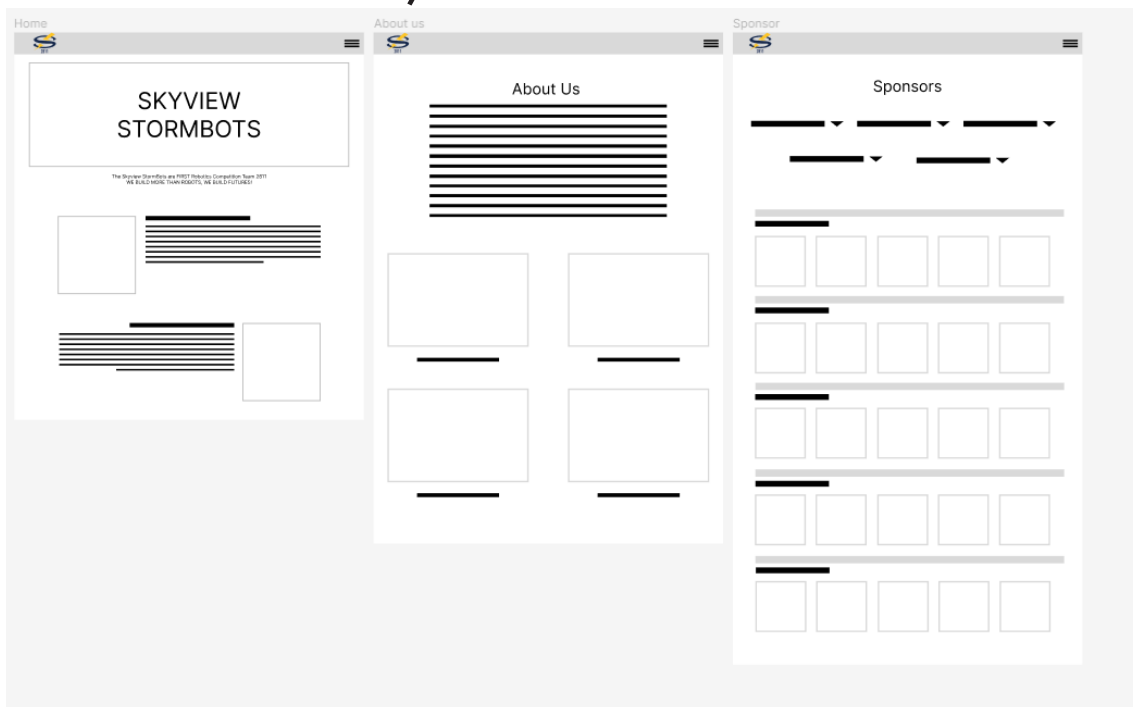
## Remade Sitemap



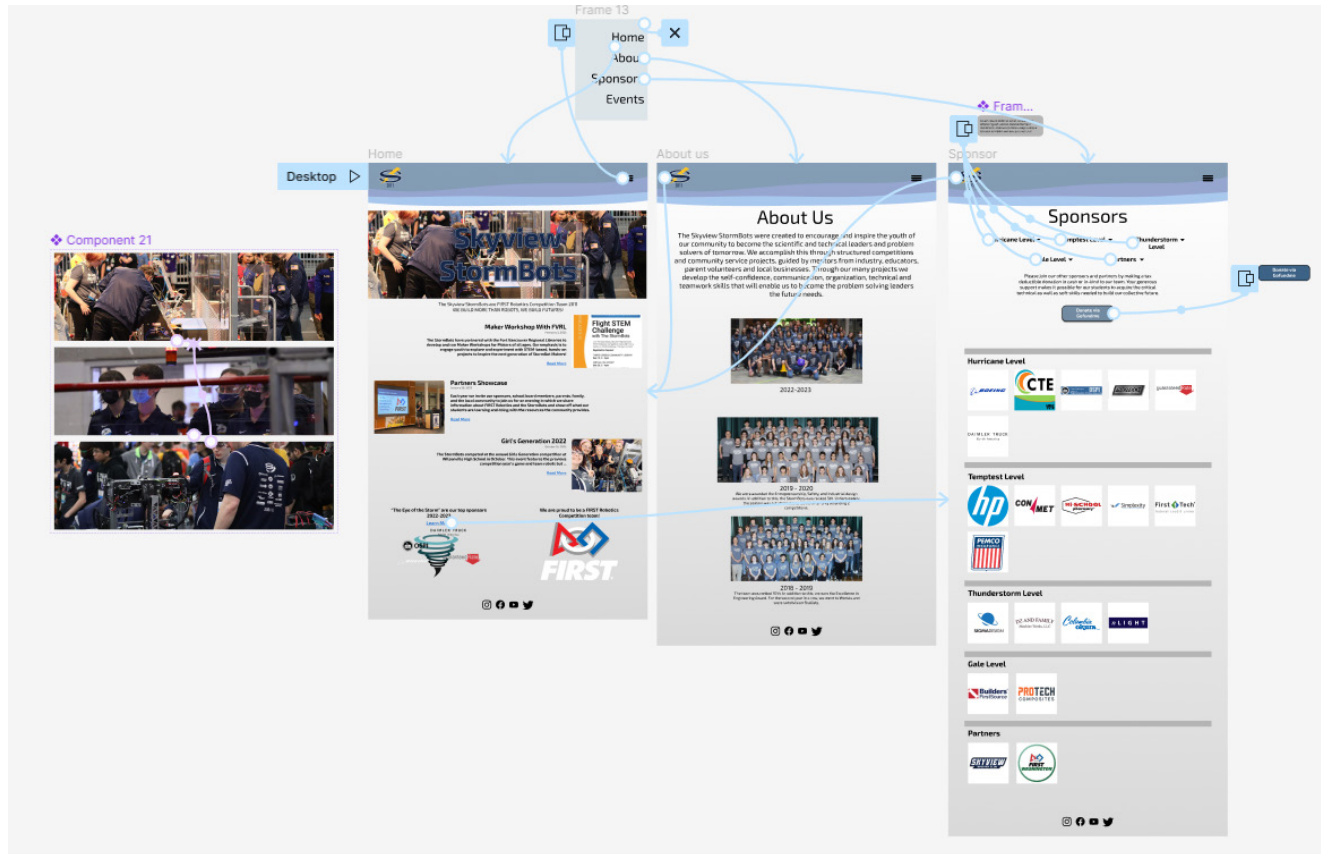
# Sketches



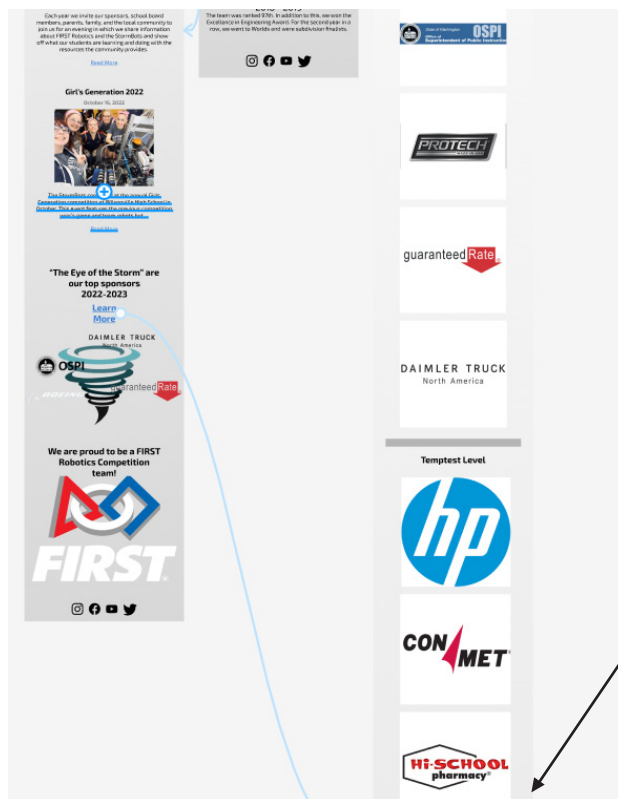
# Wireframe/lowfi



# Prototype Desktop



# Mobile



Sponsors continue in the same style