






Vision Board

 Vision Statement Develop a world class sports website that will benefit sports fans by giving them up-to-date news and results for the most popular sports in the world.			
 Target Group: Sports fans of all ages across the world. Particularly for the top sports in the world (found by research).	 Needs: Feel fully informed on the main news headlines related to the top sports. Feel fully up to date on the results related to the top sports.	 Product: Website with: <ul style="list-style-type: none">• news headlines from all sports• sport specific headlines for the top sports• sports results for the top sports• editorially controlled news stories	 Value: Increased brand awareness and future opportunities for advertising revenue.