

# Final Project Proposal: A Figure Skating Website

## 1. Brief Introduction: why this case?

The Figure Skating website is designed to promote the figure skating culture among the public, especially those who know little about figure skating. Compared with most popular sports like soccer and basketball, figure skating is more like a sport serve a small “niche market”. From my own experience and several comments on social media (such as Weibo and Zhihu), many people came across figure skating and gradually fell in love with it.

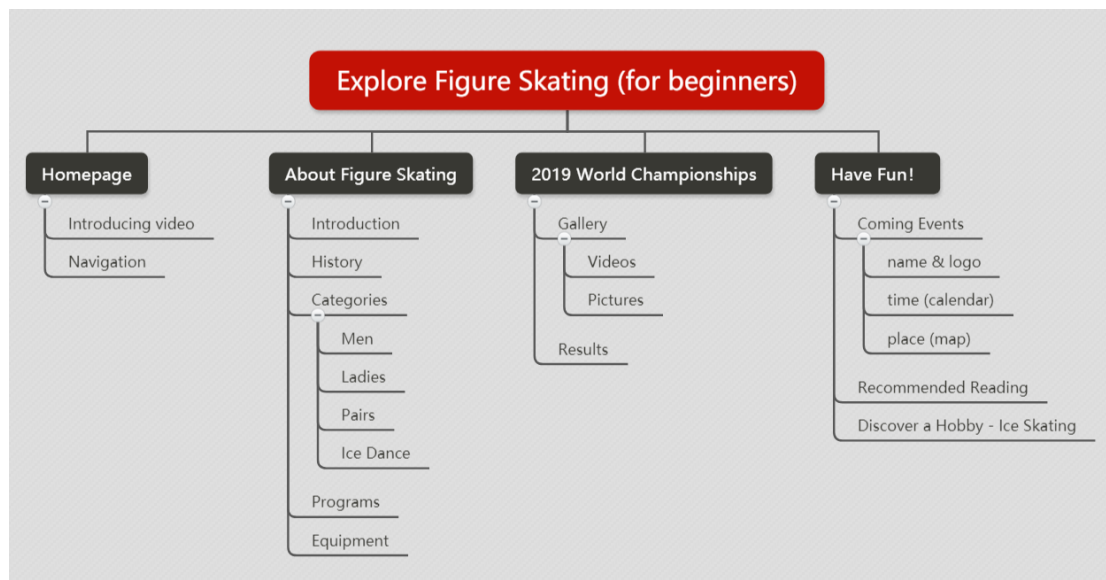
However, when I tried to learn more about this sport, I was troubled by a great amount of disorganized information online. For beginners, poor searching experience and lowered interest in figure skating always come from three problems with existing websites: (1) lack of systematic introduction; (2) professional and hard-to-understand; (3) plain description and boring design.

Figure Skating is a competitive and artistic sport, which can impress the audience and touch their heart. Therefore, in order to introduce and popularize figure skating culture as well as provide a better searching experience to people interested in figure skating, a new comprehensive website for amateurs is worth to develop.

## 2. Website Objectives:

- To ease and smooth searching experience for people interested in figure skating
- To stimulate or increase people’s interest in figure skating (esp. by visual attraction)
- To introduce some coming events and a new hobby to people

## 3. Main Structure: user journey map considered



*Note:*

*Most of the data will be scratched from official websites or other open-source databases.*

*Types of data include text, figure, picture, and video.*