



# SWOT Analysis - Sunflower State FC

## **Strengths:**

- Strong brand recognition
- Up-to-date news and information about the club
- Features such as future fixtures and club rosters
- Strong Social media presence

## **Weaknesses:**

- Slow loading times on some pages
- Outdated design elements on most sections of the website
- The website is not fully responsive and needs to be modernized.
- Too many navigation items
- Some pages could be consolidated

## **Opportunities:**

- Partner with other clubs or organizations to create a more comprehensive fan experience, following the English Premier league model.
- Improve website performance by optimizing images and reducing page load times
- Implement accessibility features to make the website inclusive for all users
- Integrate ticket buying into website so that users don't have to leave the site.
- Make signing up on the website an option for interested prospective players
- Make the sponsorship section more prominent.

## **Threats:**

- Competition from other clubs with more advanced websites
- Changing fan preferences and expectations
- Technological advancements such as AI that could make the website obsolete
- Cyberattacks or data breaches that could compromise user information

## **Sunflower State FC Target Audience**

The target audience for Sunflower State FC is soccer fans in the Sunflower State and surrounding areas. This includes:

- Local residents and soccer enthusiasts who are interested in soccer and want to support their local team by purchasing tickets and merchandise and want to stay up-to-date on the latest news and information about the club
- Families looking for a fun and affordable way to spend time together.
- Businesses and organizations looking to partner with a local sports team.
- Soccer players of all ages who are looking for an opportunity to play for Sunflower State FC.

### **Top 3 KPIs for Sunflower State FC:**

#### **1. Website Traffic:**

- Measure: Number of unique visitors, page views, and time spent on the website.
- Success: Increase in website traffic over time, indicating growing engagement and interest in the club.

#### **2. Social Media Engagement:**

- Measure: Number of followers, likes, shares, comments, and mentions on social media platforms.
- Success: Consistent growth in social media engagement, demonstrating a strong connection with fans and a vibrant online community.

#### **3. Ticket Sales:**

- Measure: Number of tickets sold for home matches.
- Success: Steady increase in ticket sales, reflecting strong fan support and a positive game-day experience.

### **The Sunflower State FC website includes the following calls to action:**

- Purchase tickets for upcoming matches
- Buy official merchandise
- Sign up for the club's trial day
- Follow the club on social media
- Make a donation/sponsorship to the club
- Contact the club for more information
- Sign up for the newsletter

### **Is the purpose value clear in the design:**

- The purpose and value of Sunflower State FC's website are somewhat clear in the design because:
  - The homepage features a prominent call to action such as purchase tickets for upcoming matches, which aligns with the club's goal of increasing ticket sales.

- The website also includes clear navigation options to access information about the club, its players, and upcoming fixtures.
- The overall design of the website could be improved to make it more visually appealing and user-friendly.

### **Responsive design consistent or are there foreign UI**

Responsive design is not consistent and there are numerous foreign UI elements when it comes to things such as buying tickets and merchandise where the user is taken to another website.

### **Is the content inserted in the right time and place**

Not always. At times the content is cut off and other important navigation items such as sponsorship should be more prominent.

### **What is the mental model**

It is hard to discern a single mental model for desktop, tablet and mobile as the website is not fully responsive but it looks like the website uses a mix of mental models. One such mental model is the Serial Position Effect.

### **Is there a gap in what it is and why it is**

The Sunflower State FC website lacks a clear purpose and fails to communicate the club's unique selling points and mission on the home page. It should align its design and content with the club's target audience and business objectives for a more effective online presence.

### **What is the product value**

The product value of the Sunflower State FC website lies in its ability to provide fans and stakeholders with a central platform to engage with the club and access relevant information. By offering features such as up-to-date news, fixtures, player profiles, and merchandise, the website serves as a valuable resource for fans to stay connected and informed about the club's activities. Additionally, the website provides a platform for the club to showcase its brand, attract sponsorships, and facilitate ticket sales, contributing to its overall revenue generation and sustainability.

### **Conclusion**

Sunflower State FC's website analysis reveals strengths like brand recognition and up-to-date information but weaknesses like slow loading times and outdated design. Opportunities include partnering with clubs, enhancing performance, and adding accessibility features. Threats include competition, changing fan preferences, and technology advancements. Sunflower State FC should prioritize creating a more modern, engaging and user-friendly website aligned with its business goals.