Abhishek Swain
CSE 104
4/28/16

Application of Jury Feedback

Jury Reviewer : ID 234

Feature Suggestion : You picked great images. Consider giving them better defined subtitles. Or making the padding around them thicker.

Analysis :   I added borders and padding to accentuate the pictures. I disagree with adding subtitles. My site is a news site whose intended target audience are Chelsea fans. Most of these (hopefully loyal) fans know every single player on the team by heart, and don't need subtitles on images.. Furthermore, I think adding subtitles to the pictures will take away from the minimalist design philosophy I hope to achieve with the Chelsea Wire, and add a lot of noisy text.

Feature Suggestion : Putting the scores at the top would provide a quick update on the state of Chelsea's latest matches and make the site even more scannable.

Analysis : This is a valuable feature suggestion that many other jury members have echoed . Most users in the internet age have very little patience, and although I do my best to make the site succinct, many users looking for a quick score update will simply click away rather than scrolling down to the stat section. I incorporated both the most recent scores, and the next upcoming games to provide an optimal blend of past and future game information.

Feature Suggestion : Increasing the border width of the league table- or styling it slightly different than the rest of the web page would make it stand out more as an added feature to the site and make it more interesting to engage with. Also consider changing the text's font a bit.

Analysis :   I believe the amount of screen real estate it occupies is already highlights its importance. However I made the borders bigger, and was happy with how it looked. I changed the text from a serif to a san serif style in the stats section. In general, I stuck with serif for article text and headlines since I think it lends a sophisticated look to the site a la the New York Times or the Wall Street Journal. The numbers have been changed to sans serif to make them more readable.

Reviewer: Professor Simon

Suggestion : Dating the content may help get return users.
Analysis : I agree, it will help the user to know that articles are being refreshed and that he can always look forward to fresh content.

Reviewer: ID 202

Suggestion : Maybe changing the color of the dark blue sections to something lighter/more transparent.
Analysis : I chose the color scheme to keep in touch with the official colors of the club, something I think fans would appreciate. In terms of readability, I think a darker color provides a greater contrast
to the white text, although I am no expert. I have asked a few friend to beta test the site, and they agree that the color scheme is agreeable

Feature Suggestion : The "More stories" button could also be made to expand the section?
Analysis : I like the idea of a button that expands the section. I used a bootstrap collapsable to implement it, something I had already done with the editorial articles. It allows my site to be more content-rich, which is certainly helps to keep the user on the site for longer.

Reviewer: ID 161

Feature Suggestion: Might make sense to put the latest scores at the top, make the section smaller too.
Analysis: Another jury member (234) already suggested this feature. It was one of the first things I did when I revised the site.

Reviewer: TA (from grading of the jury presentationn)

Feature Suggestion : Try putting latest scores and the league table together in the same section of the page. Each looks like it takes up a bit too much space.

Analysis : I have already moved the scores to the top of the page from previous suggestions (161 and 234). I consolidated the score and league tables by introducing a more comprehensive section I christened the Stat Center. One of the thing sports fans enjoy is looking at stats and numbers. The site currently has data in this section on latest scores, top scorers, and top assisters. Each statistic is divided into one category that provides those numbers just for Chelsea players and another that provides numbers for players across the league. A user can easily navigate from one tab to another. I believe this will make the site more multi-dimensional and well-rounded as opposed to a one-dimensional news site.

Feature Suggestion: The byline at the beginning of the page could be bigger. Have it fill the page.

Analysis : I did expand the byline to provide a basic outline of the page that serves illuminate readers who may be unfamiliar with the club. However, I do not want it to fill the page, I think that would
be a waste of screen real estate since the byline does not provide much in terms of content value. That comes from the headlines, scores, and other features.

Feature Suggestion : Incorporate your own custom content. You do really well with outside content.

Analysis : In order to implement this suggestion, I created a brand new section called Abhi's Picks. In this custom section, I predict the upcoming game week. This is something I don't see other news sites doing, and think is unique to the Chelsea Wire. It provides insights for possible betting, but is intended to be something fun. In the future, I could think about ways to make a running tally of the picks I got right and wrong and allow the user to view that history.Additionally, A lot of players who are fans of the game also religiously play fantasy football. I try to capture some of that interest by providing my fantasy football picks. Right now, I use a rudimentary image from a fantasy team builder but one of the ideas for the future is to sharpen this section

Feature Suggestion : Write a short "about the author" piece with why you created the site and why you love futbol and you should be golden.

Analysis : I think it would provide the reader some insight into why I created this site, and give me the opportunity to connect with the reader at a more personal level. I will have the ability to make

the reader understand that I am not a massive media corporation publishing content for views and profit, but just another fan like them, maintaining this website because I love soccer and the team.