

Final Project Proposal

Notes: This proposal focuses on the first two levels of UX elements, which also need more thinking and consideration.

1. Background Information

- About Wang Qiang:

My favorite Chinese professional tennis player, who is considered as a potential super star who may surpass Li Na. She was born in 1992 and has started her career since 2006. On 5 November 2018, she reached her best singles ranking of world No. 20.

- About Tennis players official website:

Among WTA tennis players, only the most famous players such as Serena Williams and Maria Sharapova have their own websites. So actually, there is not much reference, but on the other hand it's a "blue ocean".

2. The Strategy Plane

- Goal: Build a personal website for Wang Qiang (Q for short)

- Objectives:

- To attract more people to know about and love Q
- To build an online club for Q's fans

- Target users:

- Tennis fans who have already known and loved Q
- People who have heard of Q and want to know more about her.

3. The Scope Plane

Functions	Content
• Present Q's basic information	Bio
• Record Q's whole professional data since she played tennis	All kinds of data: win/loss, prize, matches records, etc. Timeline and map: big moments in her life
• Update Q's latest news	the matches: in process, past events, upcoming events news release, etc.
• Update See Q's social media posts	Q's Weibo, Instagram real-time update
• Photos and Videos Gallery	Matches: official release, such as WTA highlights, VCG pictures, etc. Social: from social media and news press
• Build Q's community	UGC: fans can leave message for Q

4. Other plans

- How to attract people: share the link with Q and let her spread it out to her fans. (Q is very active and kind on the social media)
- Some References: Serena Williams and Maria Sharapova's official websites