1. The purpose of this website is to provide quick access to all things Miami Heat. The Miami Heat are the finest basketball team within the NBA; therefore, there needs to be a user friendly website that provides team stats, player stats, and history on the team. This will be the go to website for any desirable info on the number one NBA team.
2. This website is targeted towards fans of the Miami Heat, whether you are a hardcore fan, fair-weather fan, or bandwagon fan…this website will be all you need. Although our website is designed for our true fans, we welcome any other users to our site. Are you a Denver Nuggets fan preparing for the upcoming game against the Miami Heat? Well come on by to our website to learn more about our prestigious team. Maybe you had your interest piqued when you saw an NBA game on at your local bar, and now you are looking for a team to follow. Whatever the reason may be, we are more than happy to assist you in learning about the Heat.
3. We want this website to be all you need to follow your Miami Heat. In result, there will need to be videos with full user controls so you can catch up on your team’s highlights…perfect for film junkies. Every fan wants to feel as if they a part of their team, and there is no better way to do that then to know your team. Our fonts will be easy on the eyes, and as defined as Channing Tatum’s jawline, so you can view stats without straining your eyes, and become a Miami Heat know it all. What else could a stat nerd want? The colors of this website will mirror the classic colors of your Miami Heat. The fiery red, and gleaming gold will be a welcoming sight as you stumble upon our site.
4. The goal of this site is simple, get stats and highlights for the Miami Heat. Users need to enter the URL, then point and click to their desired location. We want to provide crystal clear 1080p highlights of the Miami Heat, along with highly accurate statistical analytics in one place. There will be no more switching between websites for all your Heat needs.
5. All of the information we need for this website can be found online…which brings up the question, ‘why even make this website’? The answer is, we want everything to be in one place so you can bookmark one page, instead of 2 or 3. Basketball Reference will become our best friend while developing this website, along with the official NBA YouTube channel.
6. The NBA YouTube channel will receive all credit in the obtaining of media for the site. The National Basketball Association does a great job of being socially active with their league in this age of social media as they post highlights to Google’s own YouTube.
7. <http://www.nba.com/heat/> This website is the main competitor for our project. It provides what will be provided on our website, but that doesn’t mean it is the better choice. As you can see, this is actually a subpage of nba.com, which gives us the advantage. When you want to get heat info, you don’t want to navigate through a website to find exactly what you want…you want a direct link. Our competition also has an overkill of info. We won’t plug our page with rumors and drama, if that’s what you want, head on over to TMZ.

<http://www.espn.com/nba/team/_/name/mia/miami-heat> We could copy the above explanation of the above website, and it would be perfectly reasonable here as well. This is not a Heat website, but rather a sub category have a website with a different goal. And again, it tries to feed you junk. We will only give you the necessary , wanted info.