WEB DESIGN BRIEF- BU EQUESTRIAN

My client for the final project is the Boston University Equestrian Team. They currently do not have their own website, just a little blog on the Boston Univeristy club sports website, which is the same as every other club team. The only information contained on the site is their current roster and their schedule of events and horse shows for the year. It does not show the scope of the team as a whole, and how they are as a student organization. As it is just a roster and schedule, it is very dry and boring, they would like a website that showcases their team in order to attract both new members and potential sponsors. This website would need to be aesthetically pleasing and interesting, while giving both these parties information about the team, and entice them to either try out for the equestrian team, or sponsor the team. The information they need to provide on the site is a roster of the team, information about each team member, the barn they ride out of and it’s location, who they compete against, their schedule for the year, and some photos of the team at various events. The team is looking for sponsors so that they can have more funds to cover the cost of traveling to competitions, and to support the cost of riding, as it can be an expensive sport. Specifically, this site will be aimed at getting donations, sponsorship and membership. Therefore the target audience is both current and incoming students, parents of both current and potential team members, and companies or individuals that would like to sponsor the team. The Boston University Equestrian Team would like to be able to use their website for publicity, so that more people will know that there is a club equestrian team. This would help them gain membership, as many students may not know that there is a team, but would be willing to ride if they knew. They have not worked with a designer to make a website before, as they do not currently have one, so they will measure the success of the site by whether or not it is visually engaging and pleasing, and if it presents the team well.