

Define Your Product

Answer the following questions in your document:

1. What problem does your product website solve or address?

Managing a fantasy team can be stressful. Between injuries, trades, and weekly matchups, it's easy to get lost in stats and second guess decisions. My website helps simplify the process by giving users a tool that takes away the guesswork and provides guidance so they can feel confident about their lineup.

2. What is your product idea? How does your website support this idea and help solve the problem?

My idea is a Fantasy Assistant website. The site gives users lineup suggestions, trade evaluations, waiver wire advice, and matchup breakdowns. Instead of bouncing around different apps and articles, users get one place where everything is organized and easy to understand. This makes it easier to manage a team and focus on winning their league.

3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)

The site will be a mix of a media and service website. It will share information like stats and updates but also include interactive tools to help users with their decisions week to week.

4. What is your mission statement? Summarize what your product does, who it's for, and why it matters.

The goal of the Fantasy Assistant is to make managing a fantasy team easier and more enjoyable. The site is for fantasy players who want quick, clear, and reliable advice without spending hours researching. By giving users the right tools, the website helps them stay competitive and confident in every decision they make.

A. Profile Of Target Audience

Answer the following questions in your document:

1. Who is the primary audience that your product is trying to reach? Include the following details about your target audience:

- Demographics

- What is the age range of your target audience?
- What is the gender distribution?
- Which country do your visitors live in?
- Do they live in urban or rural areas?

Most users will be between 18 and 40 years old, since that's the most active group in fantasy sports. The audience is mostly male, but there is also a growing number of female players who enjoy fantasy leagues. The primary audience lives in the United States, where fantasy football and other fantasy leagues are most popular. A majority of users come from urban and suburban areas, where internet access and sports culture are strong, although there will also be players from smaller towns and rural areas.

- Socioeconomic Details
 - What is the average income of visitors?
 - What level of education do they have?
 - What is their marital or family status?
 - What is their occupation?
 - How many hours do they work per week?

In terms of socioeconomic details, users usually fall in the \$40,000 to \$90,000 yearly income range. Many have at least some college experience, with a large portion being current college students or recent graduates. Marital and family status varies, but most are single or in young families. Their occupations range from college students to office workers, tech employees, and other professionals who enjoy sports as a hobby. On average, they work between 30 and 50 hours a week depending on their career stage.

- Web Behavior
 - How often do they use the web?
 - What kind of device do they use to access the web?

For web behavior, users are online every day, especially during the fantasy season, and often check in multiple times a day to track scores and updates. Most use their smartphones to access the site because of the convenience, but many also use laptops and desktops when they want to do more detailed research and analysis.

2. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like [ChatGPT](#).

Name	Sex	Age	Location	Occupation	Income	Web Use
Alex M.	Male	22	Boston, MA	College Student	15,000	Online daily, checks fantasy scores and advice multiple times a day on smartphone
Maria R.	Female	28	Dallas, TX	Marketing Analyst	65,000	Uses web daily for work and personal use, follows fantasy updates on laptop and mobile
Jordan K.	Male	35	Chicago, IL	Software Engineer	95,000	Spends several hours online each day, uses multiple devices to track stats, trades, and matchups

3. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like [ChatGPT](#).

- To get weekly lineup recommendations.
- To research waiver wire options and pick up the best available players.
- To evaluate trades and see if they are fair.
- To check injury updates and matchup analysis.
- To learn strategies and tips that improve their overall performance.

Alex M. (22, College Student, Boston MA)

Alex comes to the site mainly to get weekly lineup recommendations since he does not have much time to research on his own. He also checks waiver wire options to see if there are breakout players he should add before his friends do.

Maria R. (28, Marketing Analyst, Dallas TX)

Maria uses the site to evaluate trades and make sure she is not giving away too much in her league. She also checks injury updates regularly because she wants to avoid last-minute surprises before games start.

Jordan K. (35, Software Engineer, Chicago IL)

Jordan visits the site for detailed matchup analysis and to learn advanced strategies. He also uses the tools to double-check his roster moves and stay ahead of competitors in his high-stakes league.

Part III: Planning & Designing Your Product Website

Before you jump into building your site, it's essential to take a step back and plan with purpose. A beautiful website that doesn't meet its goals is a missed opportunity. Use this section to clarify your website's purpose, structure, and style so that your site is usable, accessible, and goal-driven.

A. Website Requirements

By addressing the questions below, you'll gain valuable insights into how to design a website that meets your goals and expectations.

1. Purpose & Goals

Answer the following questions in your document:

- What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?
- What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)?

The primary goal of the Fantasy Assistant website is to provide fantasy players with clear and reliable tools that make team management easier. The site is designed to promote the service of helping users win more games through lineup recommendations, trade evaluations, waiver wire advice, and matchup insights. The most important action I want users to take is to interact with the tools on the site, such as entering their roster for lineup suggestions or using the trade evaluator to get feedback on a deal.

2. Content & Features

Answer the following questions in your document:

- What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).
- What will your homepage highlight? Think about the first impression and what visitors need to see right away.

The site will need several key pages and features to help users achieve their goals. There will be an About page that explains what the Fantasy Assistant is and how it works. A Tools page will include lineup recommendations, trade analysis, and waiver wire tips. A News and Updates page will cover injuries and matchup previews. A Contact page will give users a way to reach out with questions or feedback. The homepage will highlight the main tools, show the latest updates, and explain the value of the site right away. Visitors should be able to quickly see that this site saves them time and gives them an advantage in their leagues.

3. Look & Feel

Answer the following questions in your document:

- Do you have examples of websites that inspire your design? List 1–2 examples and what you like about them (i.e., layout, colors, interactivity, etc.).
- How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?
- Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?

One website that inspires me is ESPN Fantasy because of its clean layout and the way it organizes stats and information in a simple way. Another example is Sleeper because of its modern design, dark mode option, and user-friendly navigation. The overall style of my site will be modern and professional but also approachable for casual players. I want it to look clean and organized while still feeling engaging. For colors, I want to use a mix of bold greens and blues to reflect sports and competition, with white backgrounds for readability. Fonts should be simple and easy to read. The personality of the site should feel competitive but also supportive, giving users confidence in their decisions.

B. Design & Prototyping

In this final section, you'll bring together your ideas and planning to shape the visual direction of your product website. You'll document your design choices and development strategy through diagrams, sketches, and visuals that guide your build process.

1. SDLC Approach & Timeline

In your answer document, outline how you plan to build your website using the SDLC. Your plan should include:

- The SDLC model you've chosen (Waterfall, Agile, Scrum, etc.).
- A clear timeline of phases and milestones.
- A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).

You may create this manually or with AI tools ([ChatGPT](#), [Gantt Chart AI](#)).

I will still follow an Agile approach, but I will simplify it for a single developer. Since I am working alone, I do not need team roles like Scrum Master or Product Owner. Instead, I will act as both planner and developer. I will keep the work in small chunks so I can make progress each week without falling behind. I will treat each sprint as a focused period where I plan, build, and test a set of features. Instead of holding formal meetings, I will use my project board in GitHub to track progress. At the end of each sprint, I will review what I finished and adjust the next sprint's tasks.

Sprint 0 Setup and planning September 15 to September 20

Repository structure created. Project board set up. Assignment 2 planning and design draft completed. Product definition, target audience, sitemap outline, first logo draft, initial wireframes.

Sprint 1 Design lock and homepage September 21 to October 4

Finalize logo, color and type choices, accessibility baseline. Finalize sitemap and wireframes for homepage and two core pages. Build a responsive homepage with nav, hero, clear call to action, and links to tools.

Sprint 2 Tool foundations October 5 to October 18

Build lineup suggestions page skeleton and trade evaluator skeleton. Create sample data model and utility functions. Add About and Contact pages. Add basic analytics event logging.

Sprint 3 Content and polish October 19 to November 1

Add waiver wire tips section and simple matchup notes. Write first three help articles. Improve form validation and error states. Keyboard navigation and focus order checked. Color contrast checked.

Sprint 4 Testing and refinement November 2 to November 15

Usability test with three users. Fix issues found. Add empty state designs and loading states. Add basic unit tests for helpers. Run Lighthouse and WAVE. Record before and after scores.

Sprint 5 Hardening and deployment November 16 to November 30

Performance pass. Image optimization. Meta tags and social previews. README with setup and usage. Deploy to GitHub Pages. Create short demo video or screenshots.

Final wrap December 1 to December 10

Assignment package prepared. Design document exported as PDF. Logo, sitemap, and wireframes exported as images. Repository link verified. Submission prepared.

2. Original Logo

Design a logo for your product website that visually captures your brand identity. Your logo must include:

- The name of your product.
- An image, icon, or design that represents your product.
- A transparent background (export as PNG).

Use free tools like [Pixlr X](#) to create your logo. You can check out a [video tutorial](#) or [written tutorial](#) on how to create a logo in Pixlr X.

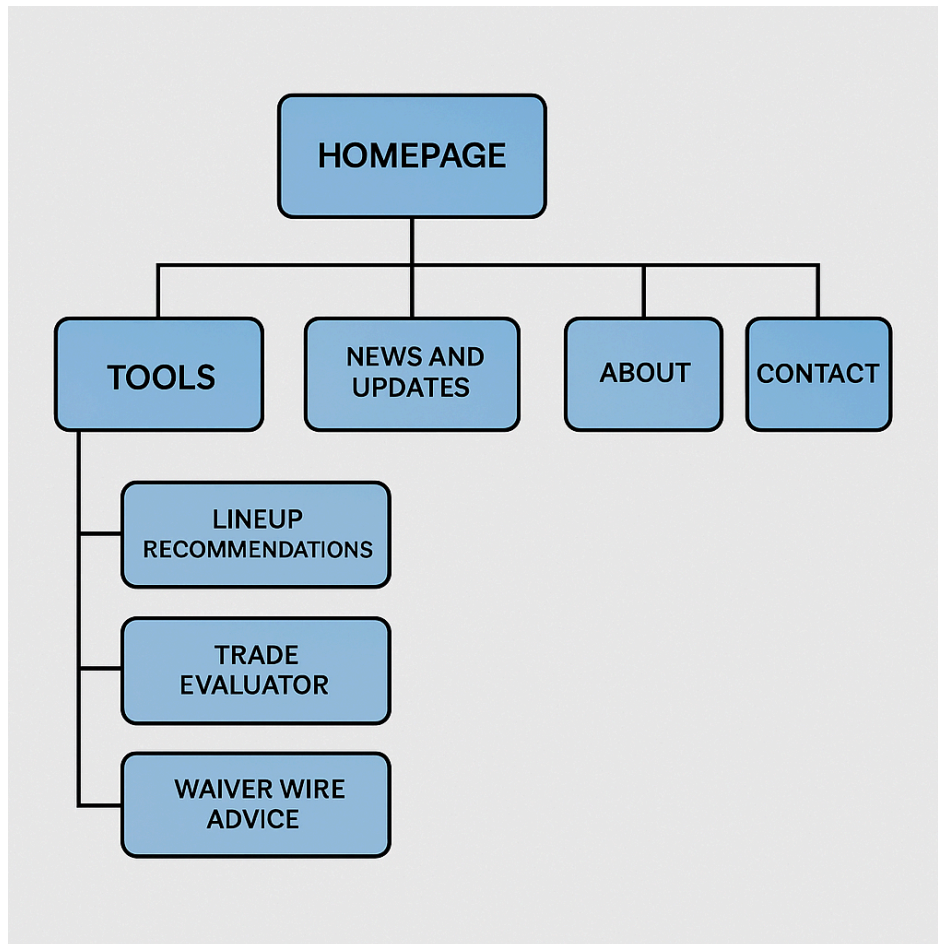


3. Site Map

Create a site map that shows how your site will be structured and how users will navigate between pages. Your site map should:

- Illustrate the structure and grouping of your web pages.
- Clearly shows how users will navigate between the pages.
- Reflect any feedback you received from your peers during the lab.

You can create your site map manually on paper, using draw.io or with AI tools ([Slickplan](https://Slickplan.com), Octopus.do).



Wireframes

Design wireframes for your homepage and at least two other core pages. Your wireframes should:

- Clearly sketch where key information and interactive elements will be located. This must include placement of navigation bar and logo, and a layout of content across web pages.
- Focus on the homepage and at least two other pages.
- Reflect any feedback you received from your peers during the lab.

You can create your wireframes manually on paper, using draw.io or with AI tools ([Uizard](#), [Figma with AI plugins](#)).



Accessibility

In your answer document, explain how your product website will be made accessible from the start. Your plan should include:

- Specific features you will implement to support users with visual, hearing, motor and cognitive impairments.
- Tools you will use to audit your site for accessibility.

You may create this manually or with AI tools ([ChatGPT](#), [WAVE](#), [Google Lighthouse](#)).

From the start, the Fantasy Assistant website will be designed with accessibility in mind so that all users, including those with visual, hearing, motor, or cognitive impairments, can use the site effectively. For users with visual impairments, the site will include alt text for all images and icons so screen readers can describe content. Color contrast will be tested to make sure text is readable against backgrounds. Text will be resizable without breaking the layout, and navigation will not rely on color alone. For users with hearing impairments, any video or audio content added in the future will include captions or transcripts. This ensures that important information is available in text form. For users with motor impairments, the website will support full keyboard navigation. All interactive elements such as forms, buttons, and dropdowns will have clear focus indicators so users can see where they are on the page. Buttons and clickable areas will also be large enough to be easily selected. For users with cognitive impairments, the site will use clear

and simple language, consistent layouts, and logical navigation. Important tasks such as checking lineup recommendations or trade analysis will be presented in a step-by-step format without clutter.