**Themes and Purposes**

Starting to really get into a sport like basketball can be quite difficult, especially if you have never experienced the sport in any way. Most NBA viewers watch the sport for the fun of it, but there has been a growing interest in the statistics part of basketball in the past years. The purpose of this website is to help users get more familiar with basketball stats by providing the means to a good data portfolio for comparison. The website will include information and stats for players in their current as well as previous years. The website will also include crucial collective information for teams needed for player comparisons

**Personas**

*Adam Green*

A picture containing outdoor, person, sky, grass

Description automatically generated

|  |  |
| --- | --- |
| Age | 16 |
| Gender | Male |
| Cultural Group | Canadian |
| Background | Adam is in high school and has recently picked up basketball after his hometown team won the championship |
| Goals | Adam would like to know more about specific NBA rosters but does not know where to begin |
| Approach to using the site | Casually browsing the site |
| Scenario | * Adam finds out his favorite uncle is a die-hard Raptors fan and is planning on impressing him with his knowledge when he comes over for Thanksgiving, so he visits NBAinfo to learn more about Raptors players and team stats |

*Jalen Murray*

A person sitting on a tennis court

Description automatically generated with medium confidence

|  |  |
| --- | --- |
| Age | 19 |
| Gender | Male |
| Cultural Group | African American |
| Background | Jalen is a varsity athlete for the basketball team at UCLA. He is very familiar with basketball, however his experience with NBA stats has been minimal |
| Goals | Jalen would like to learn more about players and teams before he is drafted in the upcoming year |
| Approach to using the site | Regularly browsing the site |
| Scenario | * Jalen’s coach has compared him to Kyle Lowry in the NBA. Jalen wants to learn more about Kyle Lowry and his journey in the NBA and with his team so he visits NBAinfo to learn more about him. * Jalen’s agent tells him that his chances of being drafted by the Sacramento Kings is very high so Jalen starts researching more about his possible teammates and learning more about how he could impact the team in the future. |

*Ahmad Osman*

A person with a beard

Description automatically generated with medium confidence

|  |  |
| --- | --- |
| Age | 24 |
| Gender | Male |
| Cultural Group | Arab |
| Background | Ahmad graduated from university last year and now works as an accountant at an insurance company |
| Goals | Ahmad would like to know more about NBA teams and players so he can continue to connect with his university friends |
| Approach to using the site | Regularly browsing the site |
| Scenario | * Ahmad and his friends decide to start a fantasy league. Since there is a cash prize for the top teams, he decided to go the extra mile and research players on NBAinfo before drafting and trading |

*Anjali Thaddak*

A picture containing tree, outdoor, person, close

Description automatically generated

|  |  |
| --- | --- |
| Age | 28 |
| Gender | Female |
| Cultural Group | Indian |
| Background | Anjali is a lawyer for an established firm in New York and is known to be a calculated risk taker |
| Goals | Anjali would like to have more information about certain players before placing bets with her friends/family |
| Approach to using the site | Casually browsing the site |
| Scenario | * Anjali won the lottery recently and has decided to save some of the amount for NBA betting. She visits NBAinfo and goes through player stats and progressions before deciding on a suitable bet to place |

*Jiwoo Shen*

A picture containing outdoor, tree, person, ground

Description automatically generated

|  |  |
| --- | --- |
| Age | 30 |
| Gender | Female |
| Cultural Group | Asian |
| Background | Jiwoo is a nurse at a local clinic, she has a strong bond with her nephew |
| Goals | Jiwoo would like to know more about NBA teams so she has more topics to talk to her nephew with |
| Approach to using the site | Casually browsing |
| Scenario | * Jiwoo notices her nephew mentioning the Golden State Warriors a lot during their weekend stay. So, she makes an effort to learn more about the players through NBAinfo to talk to him with whenever they come over next |

**Further Requirements**

NBAinfo must be accessible through mobile and desktop devices. Furthermore, it must be supported on Chrome, Safari, and Firefox browsers.

**Mockup**

*Main Page*

A picture containing diagram

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*Team Schedule Page*

*Diagram

Description automatically generated*

*Team Stats Page*

*Graphical user interface

Description automatically generated*

*Team Performance Page*

*A picture containing chart

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*Team Roster Page*

*Chart

Description automatically generated*

*Player Bio Page*

*Graphical user interface, application, table

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*Player Performance Page*

*Chart

Description automatically generated with medium confidence*

*Player Stats Page*

*Graphical user interface, table

Description automatically generated*

*Site Map*

*Diagram

Description automatically generated*