Paige Chaifetz

Intro to Web Design

Needs Assessment

Jon Cattel is a twenty five year old who works for W.B. Mason as a software developer. For his work, Jon sits for many hours during the day, however, being active was always a big part of Jon’s life. He consistently played on sports teams up until he graduated college. An avid sports fan, Jon has always been very knowledgable on sports news and stats. It wasn’t until one of his friends introduced him to disk golf that Jon realized there was a whole new sport and opportunity for him to play competitively again.

Jon has willingly been swallowed by the world of disk golf. He started playing casually towards the end of college with friends whenever he wanted to get out of the house and walk through the park. But with a natural strength and talent for flicking disks, Jon found himself wanting to improve his game. With encouragement from new friends he met on the course, Jon started entering tournaments.

Since he started playing, Jon has progressively evolved. First he would enter tournaments, then he joined his local course’s team. He participated in team challenges and themed events, traveling around New England to try new courses. His passion for disk golf is immense, and the amount of events and games he commits himself to grows every year. This year was the first year he joined the PDGA, or Professional Disk Golf League, as a professional player. This was also the first year he became the captain of his local disk golf team, the Borderland B2 Bombers.

He wants a place on line where he can remind himself of what events are coming up and when. He also wants a place where friends and family and can check in and see how Jon’s disking is going. One of the main goals of his website though, would be to inform and spread awareness about this fun sport to people who may not know what disk golf is. In order to do this, Jon wants to share pictures of beautiful courses and link to some great stuff that is happening in disk golf- like disk golf news. He wants a page dedicated to the Bombers as well. The success of the website would be measured in views or subscribers.

Jon has never worked with a designer before. He can provide pictures and content for the website. He wants to link images to other peoples websites, like to disk golf photography sites, or to a site where you can buy new disks or even customize disks.

There will be two pages: a homepage for Jon to talk about what he’s about as a disk golfer, which would also allow people to subscribe to know the latest info on Jon’s disking journey. The second page would be about the Bombers, and hopefully inspire some people who don’t know much about disk golf to go out there and try some new courses, enter some tournaments or join a team. His main goal is to inform and to inspire people who used to be like him and may not even know what disk golf is.