

Client: Atlanta Falcons

Project: Website Redesign

Designer: Tyrone Swinnie

Document: Project Analysis

Site Intent:

The intent is to do a complete redesign of the site. To make the site for user friendly and to allow the users to browse the articles that are available with a magazine style layout and allow the users to easily find the content that they would need. The redesign would also allow the client to easily make changes to their website, because a lot of content will need to be populated in the web site on a regular basis and this redesign would allow this process to occur more efficiently. The redesign would also restructure the content and the media and images, so that they look pleasing to the eye and makes the site looks more professional. I would also reduce the amount of content on the page to free up space and allow the site to look cleaner and allow a smoother flow thru the site.

Competitive Analysis:

Based on research done for this sports fan website I would suggest that Atlanta Falcons, make the site look as user friendly as possible as this is what the competition is doing.

Website Keywords:

Atlanta Falcons, Fan Page, Falcons, Atlanta, Sports, Atlanta Sports, Sports Falcons, Football, Football in Atlanta, Sports Football,

Residential Demographics:

- Fathers aging from 21 and up having some or no college education

- College Students aging from 21 and up.
- Sports News Casters, working for a media company.
- Ethnicity includes Caucasian, African American, Hispanic, Native American and Asian.

Commercial Demographics:

- Male and Females from the ages of 35 -54 years having little to no college.
- Business annual income ranges from \$300K to \$900K.
- Ethnicity includes Caucasian, African American, Hispanic, Native American and Asian.

Website Statistics:

- Average time spent on Atlanta Falcons.com website is about 30 to 1hr
- Average page views on Atlanta Falacons.com website is about 15 to 1hr
- Average bounce rate for Brown Law P.L. website is about 15.5%.

Targeted Audience:

Our targeted audience includes both residential and commercial, with more emphasizes on male figures with some disposal able income. The target audience for these particular areas are comprised of fathers with a household of at least 1 or more children. It also includes full time working parents and school age children. The commercial customer are mostly comprised of News casters employees. They have some college education. They are usually an employee who holds a lot of responsibility.

Residential User Profile:

Jack works full time as a janitor. He works early in the morning and sometimes late at night. He has a two girls and one boy. His two girls are school age and they both are very active. Jack is very tech savvy.

Commercial User Profile:

James is an Sports Anchor for a small media company. As an sports anchor he is very hard working and has little to no time for anything else. James is familiar with the web and he is very good with web searching. He lives alone and has no kids. He also works long hours. He has a large dispensable income.