






Capstone: Responsive Website

Women's Professional Sports Interviews – Summary

Recordings

	Women's Sports Interview: Christina - 2025/03/06 15:56 PST - Recording	609.3 MB	⋮
	Women's Sports Interview: Mandy - 2025/03/06 13:26 PST - Recording	627.2 MB	⋮
	Women's Sports Interview: Matt - 2025/03/06 10:51 PST - Recording	762.4 MB	⋮
	Women's Sports Interview: Shannon - 2025/03/05 15:57 PST - Recording	806 MB	⋮
	Women's Pro Sports Interview: Brittany - 2025/03/05 10:56 PST - Recording	576.1 MB	⋮

Overview

After interviewing five individuals who actively follow women's professional sports, several key themes and insights emerged. Four females and one male participated. Their ages range from 37–49 years old. The focus of the interviews revolved around their experiences about accessing women's sports information, their content consumption preferences and the inequities/ lack of visibility in mainstream media.

The first block of questions centered on their sports background, personal connection to women's professional sports along with why they follow certain leagues, teams and athletes. We discussed how the lack of visibility impacts awareness, sponsorships, and audience growth. A main takeaway surrounded the disparity in media attention, investment and marketing between men's vs women's sports.

Highlights

- All participants have a background playing sports in their youth, with 3 of 5 at a collegiate level
- Fandom developed by playing sports, personal experiences, family traditions and/or social exposure
- A mix of leagues are favored, especially the WNBA, NCAA Women's college basketball, the NWSL and US Women's National Olympic Soccer Team (USWNT)
- Some follow emerging leagues like UNRIVALED (women's 3x3 basketball) and the PWHL (women's pro hockey)
- 4 of 5 predominantly watch women's sports and one who watches 70% (men) vs 30% (women)
- Almost all participants follow their favorite athletes via Instagram for backstory and media impact
- All participants mentioned women's sports is gaining momentum within the past 3-4 years (especially the WNBA, NCAA Women's college basketball and UWNST)
- All expressed frustration with lack of readily available women's sports coverage
- 0 of 5 realize there are existing platforms dedicated only to women's professional sports
- All agree that visibility impacts awareness, sponsorships, and audience growth
- All widely acknowledged the disparity in marketing, investment and coverage between men's and women's pro sports

Pain Points

- Major sports platforms prioritize men's leagues, making women's sports content less visible unless users actively seek it out
- Easily finding detailed and in-depth women's sports coverage is difficult
- Men's coverage is expansive and dominates (ESPN, Yahoo Sports, Bleacher Report, etc.)
- Information about game schedules, where to watch, athlete updates require extra effort to find
- Some noticed algorithms on their personal socials lack targeted women's sports content
- Streaming quality of certain televised games is poor compared to popular men's games
- There's an apparent lack of equitable investment and opportunities for women athletes
- Men's sports receive significantly more attention and commercialization
- Women's sports lack the same level of detail and fascination in media coverage

- Women athletes can be sexualized in marketing vs celebrated for their skills, achievements, impact and overall success
- There's a need for increased visibility and marketing dollars to promote women's sport
- News and articles about women's teams are less prominent in major sports apps
- Many rely on social media or individual team websites due to the lack of a comprehensive women's sports outlets
- Sports sites tend to be overly cluttered or too complex to find women's pro sports info
- Due to recent growth of women's basketball, platform needed to cover the demand

Content Preferences

- All participants watch televised games, attend live events with a few season ticket holders (Angel City FC and USC women's basketball)
- Participants prefer a mix of quick, digestible content along with deeper storytelling
- Preferred content varies between stats, analysis, historical content, current news and social media
- Video highlights, pre- and post-game interviews, current news is particularly engaging

Potential Opportunities

- Centralized platform that makes women's sports more accessible and engaging
- Personalized dashboard hub to follow favorite teams, athletes, leagues with news and updates
- Schedule and events calendar displaying upcoming games, where/how to watch, ticket links, etc.
- Athlete profiles with bios, stats, career highlights, stories, behind-the-scenes or documentaries
- Realtime scores, live updates, post-game recaps, stats, results, interviews
- Community and engagement features, such as event listings, watch party locators, and volunteer opportunities
- How to support women's sports advocacy groups, popular merchandise, sales
- Comparisons between men's and women's sports to engage wider audiences ("player comps")
- Historical facts, key moments or timeline about pro women's sports
- Customizable short-form news feeds for quick access, relevant updates, team schedules

Conclusions

The insights from these interviews reveal a clear demand for a more accessible and streamlined platform dedicated to women's sports coverage. Fans are invested but frustrated by the fragmented nature of current coverage and a male dominated market. They want a website delivering real-time news, live updates and stats, but can also highlight popular female athletes for their skill, achievements and impact. Beyond just a content hub, there is an opportunity for the site to be a catalyst for increased visibility, broader audience engagement and overall support for women's professional sports.

Next Steps

- Create an affinity map by synthesizing interview data
- Define a clear problem statement, POV and HMW
- Create user personas such as the engaged, but frustrated fan or a causal fan desiring to know more
- Generate focused website ideas to address user needs and pain points