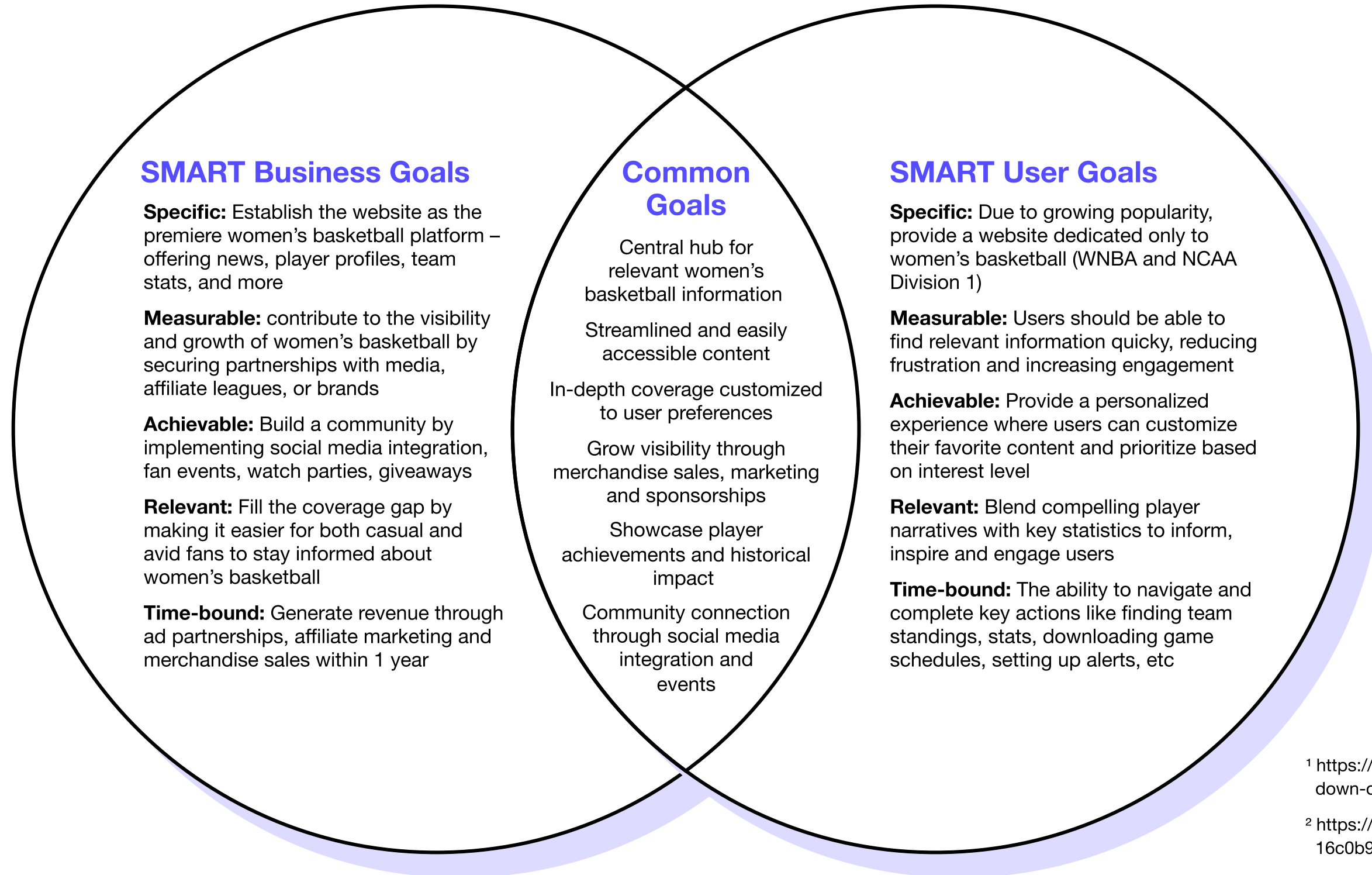


Project Goals

Responsive Website – Women’s Basketball



Idea Focus

Historically, coverage of women’s sports across the media industry has lagged behind the men’s. There’s a need for broader and deeper coverage of women’s sports.¹

Research also shows a recent surge in the popularity of women’s professional sports. It is more valuable than ever. Specifically, the WNBA and NCAA Women’s Basketball has reflected a meteoric rise with record attendance and ratings. In 2024, the WNBA signed a historic 11-year media rights deal valued at about \$200 million.²

To capitalize on this unprecedented growth, my project goal is to provide a website tailored to the women’s basketball fan base.

¹ <https://www.ap.org/the-definitive-source/behind-the-news/doubling-down-on-womens-sports-coverage/>

² <https://apnews.com/article/womens-sports-wnba-caitlin-clark-16c0b9500b45cf66ab4445b13d93e363>