Project Goals

Responsive Website - Women's Basketball

SMART Business Goals

Specific: Establish the website as the premiere women's basketball platform – offering news, player profiles, team stats, and more

Measurable: contribute to the visibility and growth of women's basketball by securing partnerships with media, affiliate leagues, or brands

Achievable: Build a community by implementing social media integration, fan events, watch parties, giveaways

Relevant: Fill the coverage gap by making it easier for both casual and avid fans to stay informed about women's basketball

Time-bound: Generate revenue through ad partnerships, affiliate marketing and merchandise sales within 1 year

Common Goals

Central hub for relevant women's basketball information

Streamlined and easily accessible content

In-depth coverage customized to user preferences

Grow visibility through merchandise sales, marketing and sponsorships

Showcase player achievements and historical impact

Community connection through social media integration and events

SMART User Goals

Specific: Due to growing popularity, provide a website dedicated only to women's basketball (WNBA and NCAA Division 1)

Measurable: Users should be able to find relevant information quicky, reducing frustration and increasing engagement

Achievable: Provide a personalized experience where users can customize their favorite content and prioritize based on interest level

Relevant: Blend compelling player narratives with key statistics to inform, inspire and engage users

Time-bound: The ability to navigate and complete key actions like finding team standings, stats, downloading game schedules, setting up alerts, etc

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