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Two Site Web Evaluation Report

The two sites I’ll be evaluating are Goldenstatewarriors.com and NBA.com. I’ve decided to evaluate one team-focused site and one site that serves the league as a whole.

**Comparing and contrasting the two sites: Similarities and differences between the sites and the sites strengths and weaknesses:**

Right off the bat the feature I like the most about both sites is how smooth and easy to navigate both sites are. This is to be expected, as both sites make millions of dollars a year and employ huge teams to design and maintain them, but even with that fact in mind, both sites are still a joy to use.

The sites’ pages are clearly identifiable and accessible from the top of the home page, as well as from all sub pages, so know matter what the user is looking for, whether it’s stats, video content, or a place to buy tickets, they’ll know exactly where to find what they’re looking for every time.

I also like how both sites prioritize multimedia content and push that content to the user from the moment they first visit the sites. Multimedia content, such as pictures, creative video, and in-depth articles, are the most important aspect to any team site. This is the case because fans want to feel as close as possible to their favorite athletes and teams at all time. The best way for the site designer to make the user feel like they’re close to their favorite athletes and team - to get them to engage with all access pictures and videos that make the fan feel like they’re right there with their favorite players. Both the Warriors and the NBA site do a great job of front loading the site with that desirable multimedia content. There is a clearly labeled “video” tab at the top of the home page of both sites.

One aspect of both sites that could definitely be improved is how the site presents the team and the league’s social media pages. I came up with the idea to create a site that houses all of a team’s social media pages because I fee; team sites in their current forms, don’t push social media enough. Social media is the direction the world is going in, and while teams put a ton of money and manpower into social media, they don’t prioritize social media enough on their sites. If teams put more thought into how they present social media on their site, social media could make them money. Obviously, teams don’t make money off social media when users access it on the social sites and phone apps, but if fans were accessing feeds through the team site, where the team’s sell ad space, social media engage could make team’s money.

The Warriors site did a better job of showcasing social media than the NBA site did. The last page in the navigation bar at the top of the homepage page on the Warriors site is called “connect,” and when the user clicks on it the site brings them to another page that includes links to all the Warriors’ social feeds. Additionally, on the top right side of the home page there are social icons that link to each feed and are easily for the user to find when navigating the homepage. The Warriors have also embedded Instagram photos on the homepage, but the photos are hidden all the way down at the bottom of the page, and unless the user does a deep investigation of the site like I did, they probably wouldn’t find those photos there. The Warriors approach to social media is a good start, but I’d like to see them embed all the feeds on the site, and not hide those feeds at the bottom of the page.

The NBA site, on the other hand, includes no mention of its social feeds anywhere on the homepage or the site as a whole, which is mind boggling to me in 2018. ANY mention of social media on the NBA site would be an improvement over the concept the site designers have currently come up with.

A second aspect of both sites that I don’t love is the sites feel a little “busy” to me, as if there’s almost too much content that could overwhelm the user. The tough part though is the site designers have to walk a narrow line. As I discussed above, NBA fans crave multimedia content. Fans want the videos, pictures, and articles that make them feel like they’re apart of their favorite team. But at what point is there too much content? I don’t have a good answer to that question, and it’s a question that all times and leagues are struggling with. The question of how can site designers deliver the most comprehensive coverage, while still making the experience clean, simple, and easy for the user?

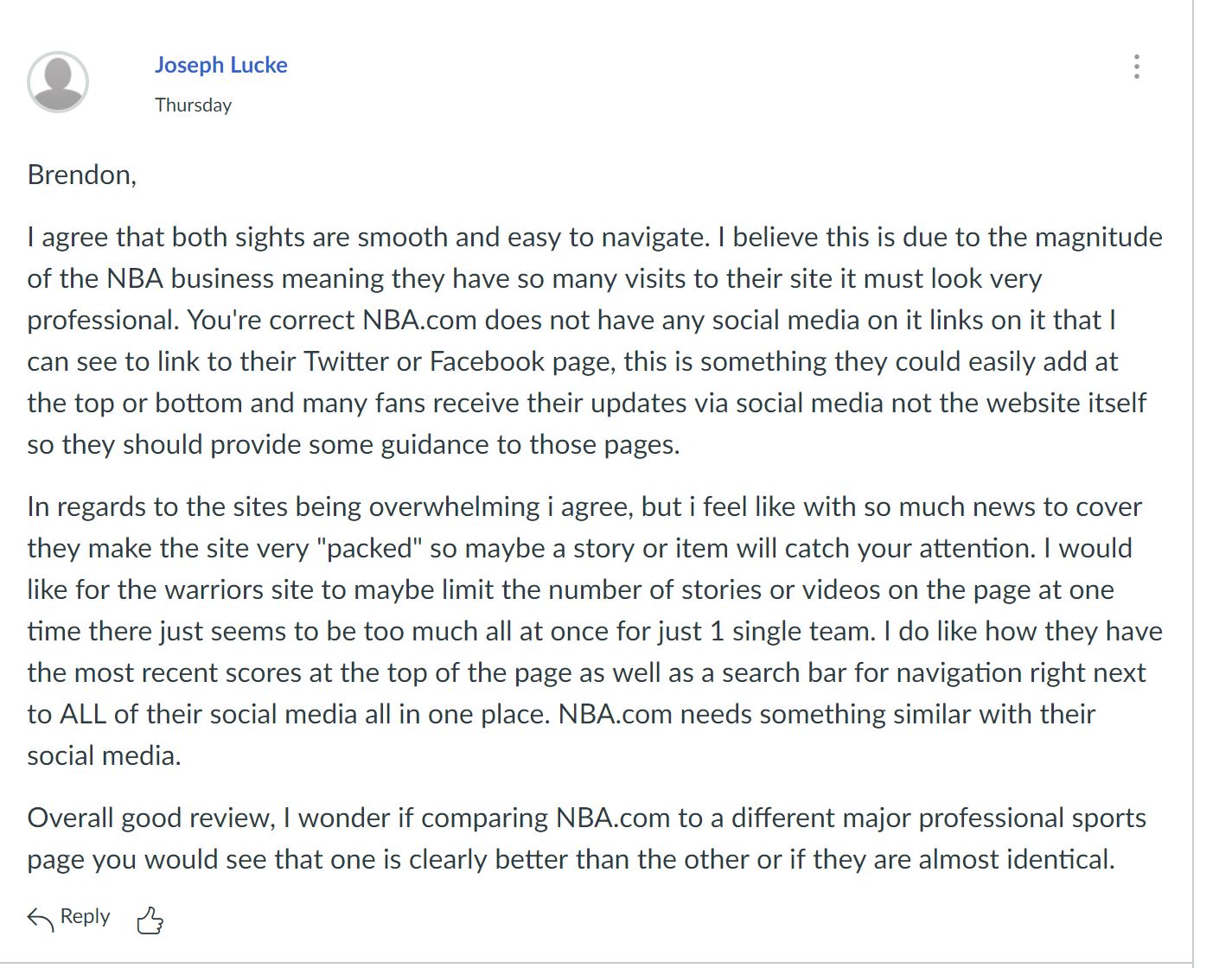
One change the sites could make to help the overwhelming issue is to push some elements to other pages and include less content on the home page. For example, the NBA site includes scores, headlines, latest video, this date in history, and NBA draft coverage all on its home page. I’d keep scores, headlines, and latest video on the homepage because those are the most sought after elements by users, but I’d push this date in history and draft coverage off the home page. The draft coverage already has its own page, so I’d push everything draft related there. As for this date in history, it doesn’t feel worthy of being on the homepage to begin with, so I’d make it its own page. As it currently stands, the this date in history and draft elements are already hidden so far down on the first page anyway, that most users won’t find them there.

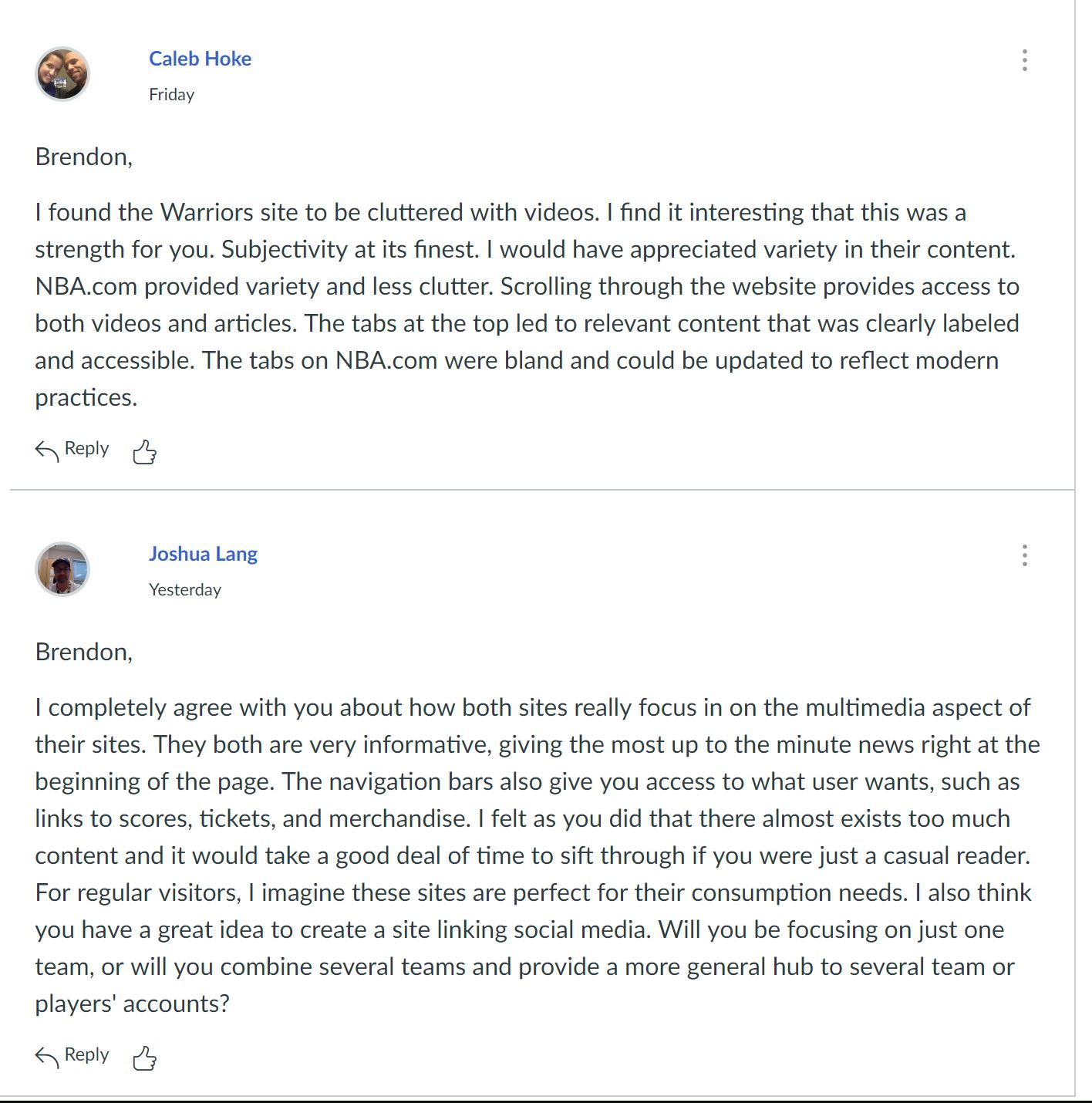
**Use Cases:**

As for how my site would be used, my idea targets people who are looking for the most convenient digital and social media experience. My site includes everything the user would normally expect to find on a team site, such as headlines, video, stats etc., as well as all of the team’s social content. Instead of simply linking to social media the way the Warriors site does, my site would embed all of the team’s social content on its own page on the website. With my design, users would only have to go to one place to get their favorite team’s social and digital content.

My site would also be a great place for advertisers. Teams’ social pages generate millions of followers and millions of points of engagement, and by putting those social pages on the team site and selling ads for those pages, advertisers could reach the millions of users who interact with their favorite team’s social media feeds. In the end, both the team and the advertisers are making money.

**Peer Feedback:**

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