

ECT 455

Deliverable B (Web analysis)

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Overview of the web site (www.espn.com)

The web site I chose to analyze is espn.com. This site has two e-commerce categories, the first is B2B, it is by selling advertisement space in their website. ESPN.com also uses another category of e-commerce, which is B2C. Their website contains a web store, where the consumers can shop for different product relates to the sports they like. I like the way the store they have in the web site, it was designed well. Customers could find what they are looking for by selecting the product related to a specific sport, such as NFL, NBA. They could also be more specific by selecting which team they are fans of, and the can see the product they are selling of that team.

ESPN is one of the biggest sports sites. The visitors of the web site could find almost any professional sports league in the US; they also provide different pages for other regions of the world such as the UK, Australia and Asia. Visitors of the web site could be even more specific about the information they want by selecting a city in the US such as Chicago, and the website will provide the latest information about the sports events and the major leagues in the Chicago area.

The web site contains two revenue models. The first is by using advertisement as a source of revenue. The second is that they have a web store that sells many sports related goods and products. This web store is integrated as another channel for the source of their revenue.

ESPN has a mobile presence through apps for different smart phones, which provide many of the features of their website. They also have a mobile website which makes it easier to browse their site using a smart phone. They also provide specific apps for specific events and dedicate it only to these events. An example of that an app they had for the football world cup.

The website provides a local and a global presence, based on the user's preferences. It's also integrated with a huge network. They also provide latest videos on their website which mostly comes from the different TV channels they own.

Intended customers

Intended costumers of the website could be any sports fan, no matter what type of sports they like, because the website provides a huge amount of information about almost any major sports leagues. The shopping site they have is very well designed, makes it easier for customers to find what they are looking for. There are different ways where a customer can search for the product he is looking for. You can view the products based on the sports league you are interested in, the cities where teams come from or the type of the product (example: Appeal and footwear).

The website could attract these different types of buyers in many ways. For impulsive buyers they provide a list of the latest products and the most bought products. It attracts the patient buyers buy giving discounts for the products and comparing them to the list price. They could attract analytical buyers by providing a huge variety of goods where the buyer can choose from.

Usability

As you enter the website, you will see a lot of information about sports, in the welcome page there is the latest news and events of the sports. As you browse, you could choose the information you are interested about by choosing one of the links on the top of the page. As you click on what type of sport you are interested in, the website will be more specific by giving you only the information you are interested in. Headlines and schedule of games will also change as you click on a specific sport. For example if you click on the NASCAR link, the website will take you to a page that looks like the homepage but entirely dedicated to NASCAR events and news. This makes it very easy to navigate throughout the website even though it contains a huge amount of information.

Attract

The website is attracting its customers by providing almost all the information you need as a fan. It provides opinions of experts and analysis's of different sports. They also provide entertainment such as challenges and games for the fans based on what league or sport they are interested in. There is also a page dedicated to interesting articles and videos related to sport from around the web. The web store is one of the ways they are attracting their customers. They attract customers by providing discounts for subscribing to different services such as the mobile alert.

Interact

ESPN is interacting with its customers by giving them the ability to sign up to their website using their facebook accounts. Which make it possible for users to share articles and events using facebook. Users could also register for the website in order to receive news about a specific sports or league they are interested in.

Act

The website processes the order placement and payment by providing a shopping cart, just like other web stores. I have never bought a product from ESPN, but based on costumer's reviews from the internet, the reviews were good on their service. They provide free two day shipping to attract more customers. They also guarantee secure shopping.

React

Maintaining customer's service wasn't part of the home page, there wasn't any information about that. I found information about contacting the customer service only on the shopping section of the website. They provided a phone number where you can call for complains or asking questions, or

emailing their service department. They had a multi-language support depending on what region of the world's edition you chose of their website.

SWOT analysis

As being one of the biggest sports sites in the world, ESPN has way more strengths than weaknesses. They are very powerful in providing the latest news and information about sport. They have a huge network that allows them to give way more information than other sites. Having their own TV channel makes them very powerful in collecting the latest news that their reporters provide. The company is one of the strongest in its market.

There are many things they are good at, but some for some other services they provide there are a lot of good competitors to ESPN. An example of that is their online store; there are many competitors who provide the same products for fewer prices, such as amazon.com.

I don't believe that there are many threats for ESPN in covering the sports events and getting the latest news. I believe that it's very hard right now to compete against ESPN, unless the other website focus on providing more specific information about sports and design it in a more entertaining way for the users. Providing a more user interaction could be a key feature in competing with a website like espn.

Conceptual development

Based on my analysis I found many ways we could build a successful sports website. Being user friendly and giving the information the user is looking for. The design of the website should be easy to navigate through. Espn could be a very helpful site for us as we build our website, we can learn from the way they are listing different content in their website. The website we are making will be a mix of sports sites and social networks. This will attract more users to our website, and they will be able to interact with each other.

As the users browse our site, finding the information of all the sports they need in the Chicago area in one website will make the loyal to our website. Users will not have to visit different websites to find what they are looking for. Making our content organized in our site will make the users appreciate the website.

Having a personalized website by showing only the information the user wants will increase our customer's loyalty. As the user login to our site, it will only show the events and the teams the user cares about. I would also recommend having the minimum amount of steps the user need to get to his information. This will also lead to flexibility and efficiency of use.