

Web Analysis: CSNCHICAGO.COM

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Overview of web site

Analysis case: CSNCHICAGO.COM <http://www.csnchicago.com/>



Fig. 1 The front page of CSNCHICAGO.COM

What e-commerce category does the site belong? What is their value proposition? How are they unique from other competitors?

CSNCHICAGO.COM (Comcast Sports Network at Chicago) is a Chicago sports portal website. As one of largest cable television company in United States, Comcast provides cable TV and Internet services for people can catch news (Comcast Overview, 2011). The CSNCHICAGO.COM (CSNCHICAGO) is a division of Comcast Sports Network to play a platform for people can search latest information and review insiders' articles and blogs. With high-speed television service, CSNCHICAGO provides the screencast in high definition (Wiki), and the sports group is integrated into a part of NBC Sports and Olympics as the prestigious resource (NBC Television Network, 2011).

What is their revenue model?

Unlike a product shopping website nor digital product service, CSNCHICAGO has many advertisement partners as the revenue supporters. Because the age and preference range of sports lovers is wide, the advertisement categories are various as well. From food (e.g. KFC), drink (e.g. Dr. Pepper), autos (e.g. SUZIKI) to insurance company (e.g. BlueShield) etc., website visitors can see them in top sidebar block, content panel, top banner, and background etc. (Fig. 2).

How does the website integrate with other channel?

As a news online platform, CSNCHICAGO provides experts comments and interview clips for people. CSNCHICAGO doesn't show a whole game as a live show, but it provides high definition clips for review. In order to encourage people to watch TV, CSNCHICAGO shows the TV schedule as a list to check (in the menu of Fig. 1). Cooperating with NBC Sports, CSNCHICAGO shows the transmitted news information in the front page right sidebar (Fig.1) and insiders' columns.

Do they have a mobile presence?

There is no mobile website. Instead of, CSNCHICAGO develop mobile apps, CSN Chicago Sports (Official), for iOS and, CSN Local Sports (Official), for Android, respectively. Users can get latest information and analysis from insiders, scores and schedules of their favorite teams and customize the CSN twitter and Facebook feeds.

Do they have a global or local presence?

As a division of Comcast Sports Network, CSNCHICAGO shows on the cable television, and also different area has individual TV station.

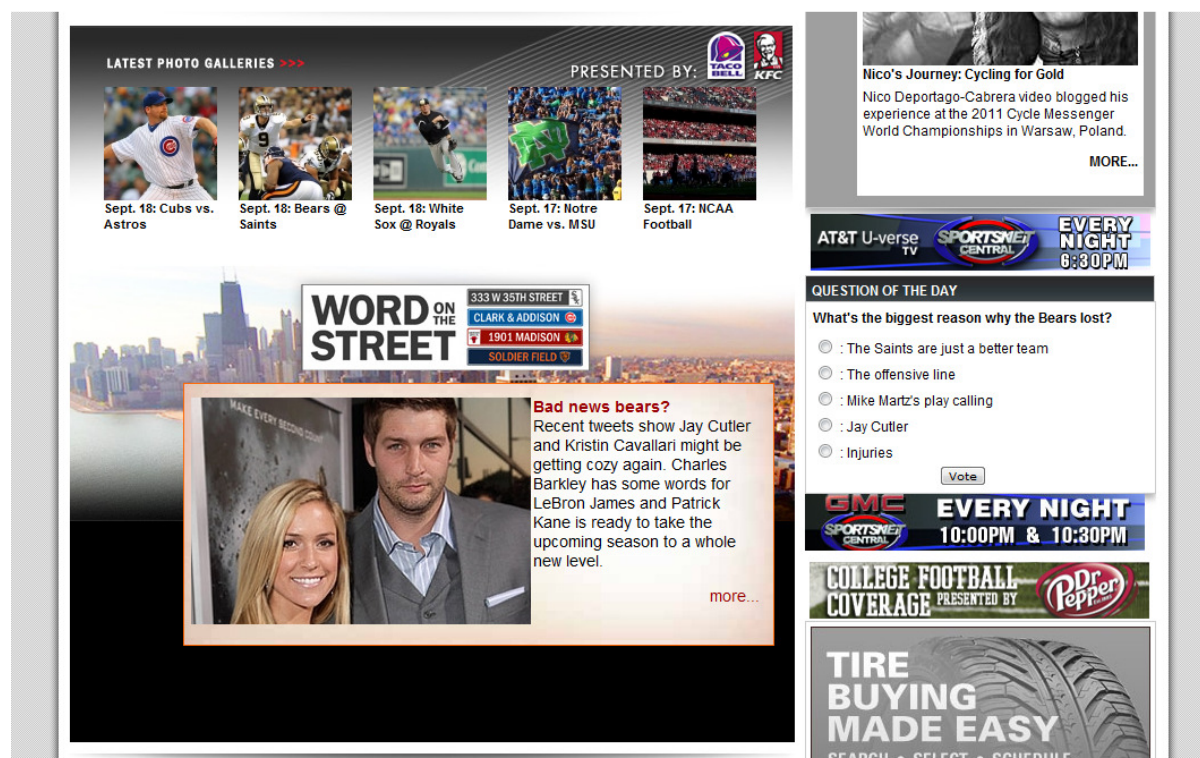


Fig. 2 The CSNCHICAGO front page advertisements

Intended customers

Who are the intended customers for the website?

CSNCHICAGO attracts sports lovers without any age range but it provides diverse information to feed this group, for example video clips and insider articles. Sports lovers are covered a wide range, from sports amateurs, die-hard fans to expertly athletes:

- The sport amateurs could not be interested in expertise article but like to look for terrific video clips.
- The die-hard fans prefer to follow the favorite team from the start to end season and don't like to miss any news.
- The expertly athletes like to get more deep analysis information or understand some athletic protection knowledge.

Describe how the site provides a utilitarian and hedonic shopping experience?

● Utilitarian:

1. The menu bar has categorized high level team pages. When we move the mouse cursor one certain type, there is secondary level category list fall down (Fig. 3).
2. In each team page (Fig. 3), CSNCHICAGO provides the content as homepage but in team level, including spotlight videos, insider comments, and score board etc. Visitors can grab the information in the page as the entry for more investigation.

3. The "TV" category in the menu facilitates visitors who like to check the TV schedule or some shows pages.
4. Definitely, the search bar is a tool to find the information from the keyword we enter.

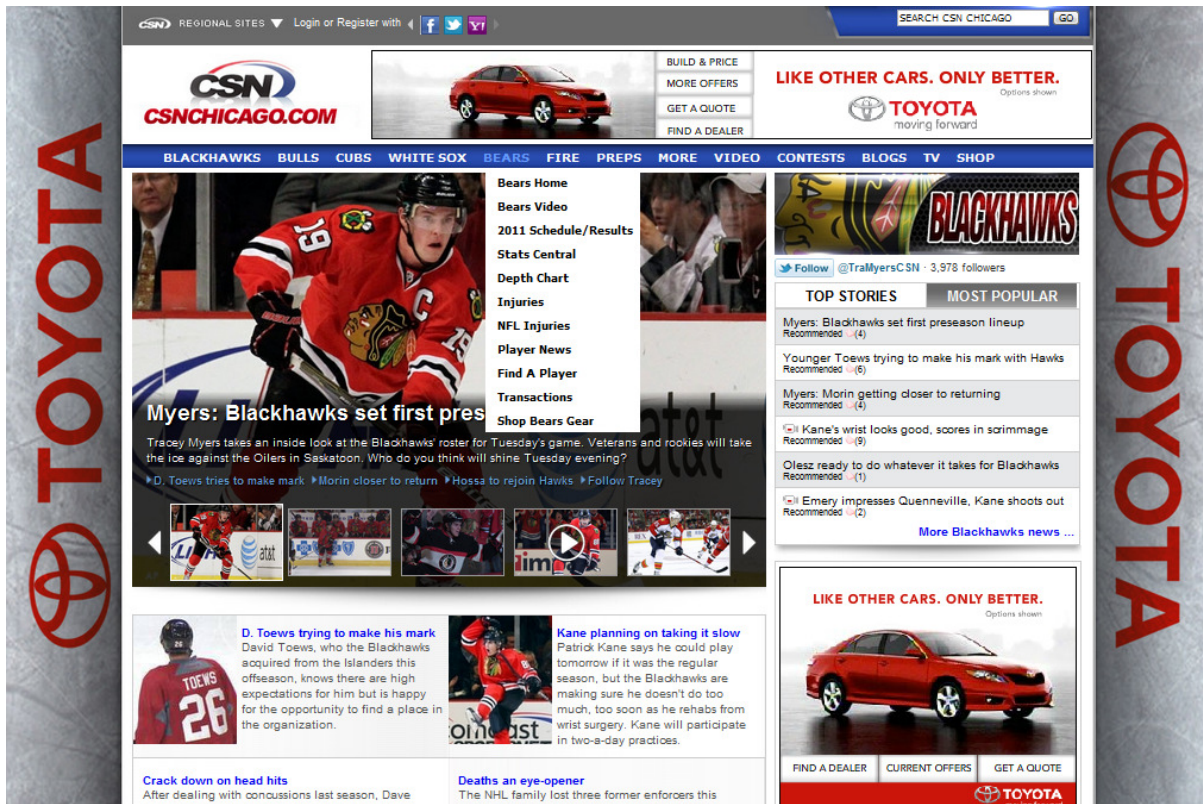


Fig. 3 The team page of CSNCHICAGO

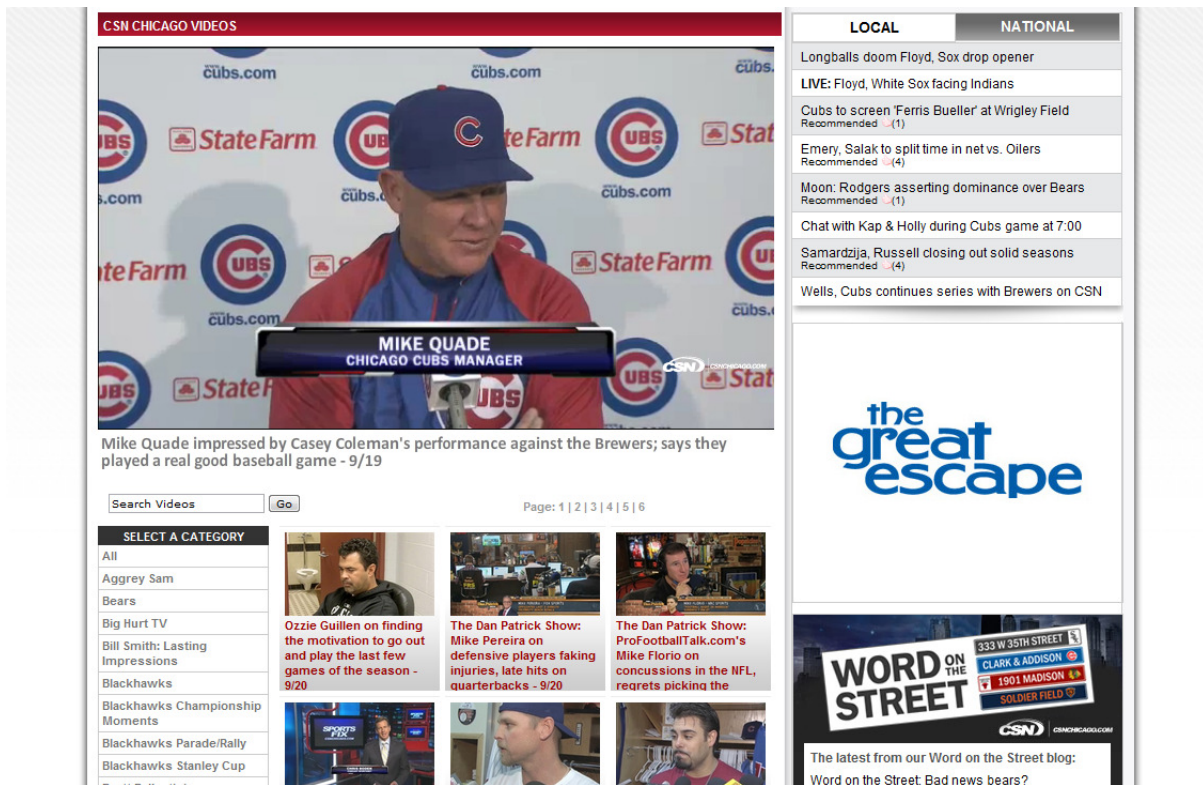


Fig. 4 The TV shows page

- Hedonic:
 1. With high definition video resource, CSNCHICAGO distributes a large number of videos on the site (Fig. 4). With a short piece of message, people can be interested in clicking to watch.
 2. With the partnership enterprises, CSNCHICAGO can show the game galleries (Fig. 2) to stick people who like to collect magnificent pictures.
 3. In team pages, visitors can easily look the latest information from different resources like other members' comments, blog articles, or player situations in various content panels (Fig. 5).
 4. In every team category and exclusive video category are integrated together into a video collection page (Fig. 4) which provides diverse classification for people to enjoy.

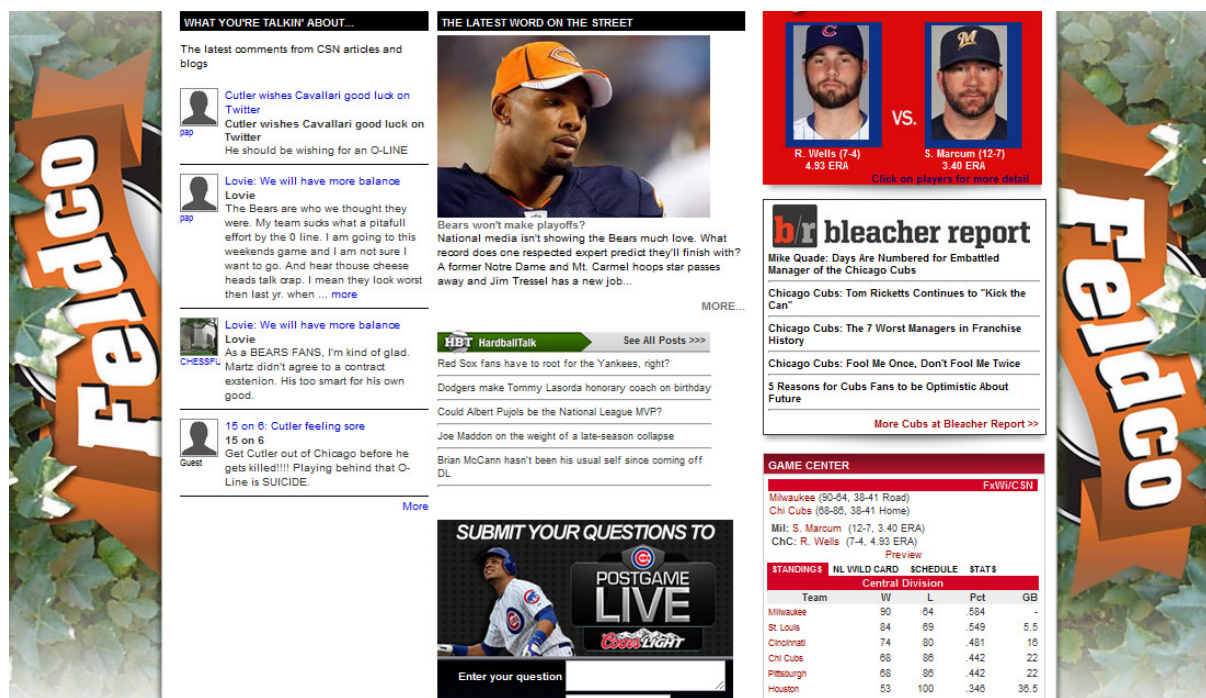


Fig. 5 Different latest information in the team page

How does the site cater different types of customers such as impulsive, patient and analytical buyers?

- Impulsive buyers:
 1. In front page and each team page, there is a headline gallery to spotlight the most important news at that time (Fig. 1 and 3). The enhanced pictures can attract visitors to figure out what happened in the news.
 2. In some team pages shows the attending player head portrait in the coming game (at right-top corner in Fig. 5), and visitors can check out the player detail as participating the game result.
 3. The coverage for games as an announcement is shown on the top of front page (Fig. 1), and people can click the banner to get the teams to catch more information.
- Patient buyers:
 1. For the people to look for what game is playing each day on TV schedule, they can check team schedule right downside of front page (Fig. 6). The table shows what game is shown on which channel on each day in the week.

2. In the falls-down secondary categories list from the menu, people can choose different information of the options from city to league level (Fig. 3).
3. The "Schedule/Results" option in the fall-down list conducts visitors to each team profile page (Fig. 7). People can surf for the various information as much as they want, including game schedule, player statistics, team competitive profile, roster, transactions, injuries, and depth chart.

The screenshot displays the front page of the Chicago Sports Website. At the top, there is a 'TEAM SCHEDULES: Week of September 19 - 25' section with a grid showing games for various teams from Monday to Sunday. To the right, there is a 'KIZASHI' advertisement for Suzuki. Below the schedule, there is a 'WHAT'S ON TODAY' section listing programs like 'Chicago Tribune Live' and 'SportsNet Central'. At the bottom, there are social network feeds from CSN, including a Facebook post about Kerry Wood's surgery and a Twitter feed with a 'JUMP IN!' button.

Fig. 6 The team schedule and social network feeds in front page

The screenshot shows the team profile page for the Chicago White Sox (74-78). It features a navigation menu with options like 'Scoreboard', 'Stats', 'Standings', 'Teams', 'Players', 'Player News', 'Injuries', and 'Transactions'. The main content area is titled 'Chicago White Sox (74-78)' and includes a 'Schedule' section with a table for the month of September. To the right, there is a 'LOCAL' news section with headlines such as 'Soto's homer has Cubs leading Brewers' and 'Boyle: Bears Postgame Live Week 2 remix'. At the bottom right, there is a 'NATIONWIDE Insurance' advertisement.

September						
Date	Opp	Result	Rec	Win	Loss	S
Fri. 2	@ Det	L 1-8	68-67	Verlander	Danks	
Sat. 3	@ Det	L 8-9	68-68	Marte	Santos	
Sun. 4	@ Det	L 2-18	68-69	Scherzer	Buehrle	
Mon. 5	@ Min	W 2-1	69-69	Humber	Swarzak	
Mon. 5	@ Min	W 4-0	70-69	Stewart	Diamond	39,849
Tue. 6	@ Min	W 3-0	71-69	Peavy	Hendriks	36,959
Wed. 7	@ Min	L 4-5	71-70	Pavano	Danks	Nathan 38,359
Thu. 8	Cle	W 8-1	72-70	Thomton	Huff	22,063
Fri. 9	Cle	L 4-8	72-71	Gomez	Buehrle	26,711
Sat. 10	Cle	W 7-3	73-71	Santos	Perez	26,719
Sun. 11	Cle	L 3-7	73-72	Jimenez	Stewart	22,319
Mon. 12	Det	L 4-14	73-73	Porcello	Danks	22,750
Tue. 13	Det	L 0-5	73-74	Verlander	Floyd	25,015
Wed. 14	Det	L 5-6	73-75	Coke	Santos	Valverde 19,010

Fig. 7 The time schedule in team profile page

- Analytical buyers:
 1. For people who like to review games or analyze different teams or players, they can click the links in schedule table of team profile page:
 - Opp: go to the opposite team page
 - Result: go to the game review page, which includes the game preview, box (statistics), game view, and recap information
 - Win/Loss/Save: go to the pitcher profile page, which includes the player statistics, splits, fielding, game logs, and news.
 2. CSNCHICAGO provides many expert insider blogs for people who like to understand the deeper analysis for the sports, called “Word on the Street” (Fig. 9). The blog entries are not only in the menu bar but many page with the latest information block for people can get in first time.
 3. Injury center (Fig. 8) is another good resource for people who always exercise and get athletic protection knowledge and suggestion. It becomes a platform not only for the athletes but also the people who need to take care or concern athletic issues.

Fig. 8 Injury Center

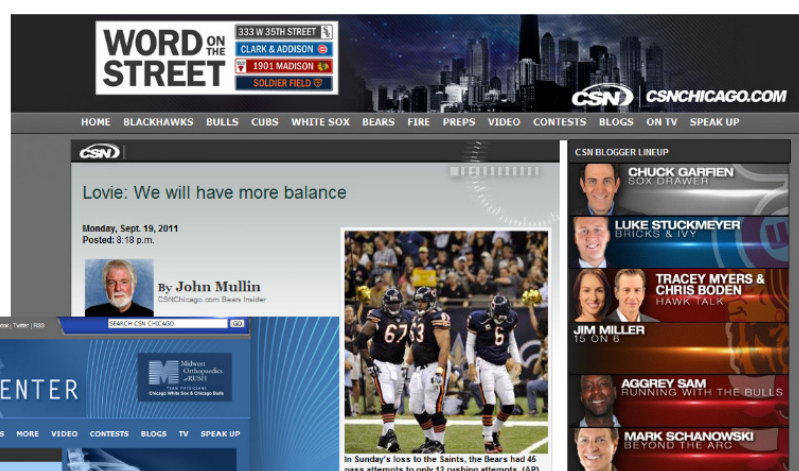


Fig. 9 Word on the Street

Usability

How useful is the site's special interface feature and arrangement of content? Was it easy or difficult to navigate throughout the site?

The major elements of CSNCHICAGO are videos, blog articles, and statistics tables:

- Videos:

CSNCHICAGO does a good arrangement in article pages to collection. In the front page and team pages, visitors can be attracted on the video clips in news galleries (Fig. 1 and 3) and specific page videos panel, e.g. BLACKHAWKS VIDEOS. As people read a blog article, they can find the related video clips just on the right sidebar (Fig. 10). Most videos are collected into video page (Fig. 4), and people can select their favorite one in the left sidebar categories. It just reflects Comcast high quality video for online customers.

- Blog articles:
CSNCHICAGO collects much article information in the site but they are sometimes overwhelmed for reading. As mentioned before, the front page and team pages provide many entries for people to get the insiders article as blog articles, for example the news gallery and right-top "TOP STORIES" list. However, there are many other resources distributed confusedly in the page (Fig. 5) in which some of them go to outside page, like NBC "ProSportsTalk" pages or other blogs.
- Statistics tables:
CSNCHICAGO has much detail information for schedule, team profile and game record but they seem hidden from visitors. As the team schedule table shows the game history information, people can check the information in wide (Fig. 7). Till we click the scores link, there are more detail information for the specific game with gameview and statistics information. Even though they provide national wide teams information, it is easy to confuse the league level and Chicago-based links.



Fig. 10 The blog article page

Attract

How does the site market and advertise in order to attract consumer interest? What are some of their methods?

1. Because of the Comcast TV channels, people could check the TV schedule and information. This is an entry for people to get interested in the CSNCHICAGO content and some other TV program information as a two-way feedback.
2. For the people who are social networking lovers, CSNCHICAGO releases some news as poster page in Facebook page. The CSNCHICAGO Facebook page profile picture, people can upload their fans photo to the wall and get into an activity to win KFC and Taco Bell prizes. People can return to CSNCHICAGO website even the CSN online shop via the

information links in the page.

3. CSNCHICAGO can provide email list and mobile phone alerts to remind people with latest message which can be subscribed in CSNCHICAGO Facebook and web page.

Interact

What types of tools and features does the site provide to enhance customer experience?

Consider how the site applies web 2.0 tools and personalization.

1. As mentioned before, people can use Twitter or Facebook as news feeds resource (Fig. 1 and 6) to get the latest information from CSNCHICAGO. Not only the CSNCHICAGO posts message on the wall but visitors can give their comment as an interaction even a sports community to talk with the same channel. Further, CSNCHICAGO also connect the insiders' accounts to increase the interaction between visitors and the writers for more trust on the website.
2. If people like to have more contribution on the site, they can subscribe as a member or sign in with social network account for identification to post comments on insiders' blogs, chat with other fans, and discuss in message board.
3. CSNCHICAGO is good for interaction with visitors and they put various components in the pages. They are shown in the following figure No. 11: (described in clockwise from the left-bottom corner)
 - Two general Polls for Bulls
 - Gallery picture which are contributed by members for Bulls
 - Question submission to the postgame for White Sox
 - Daily poll for Bears
 - Questioning sportscaster for Bears
 - Questioning by kickoff for Bears

These interaction approaches will help the website to distribution the information in people preference.

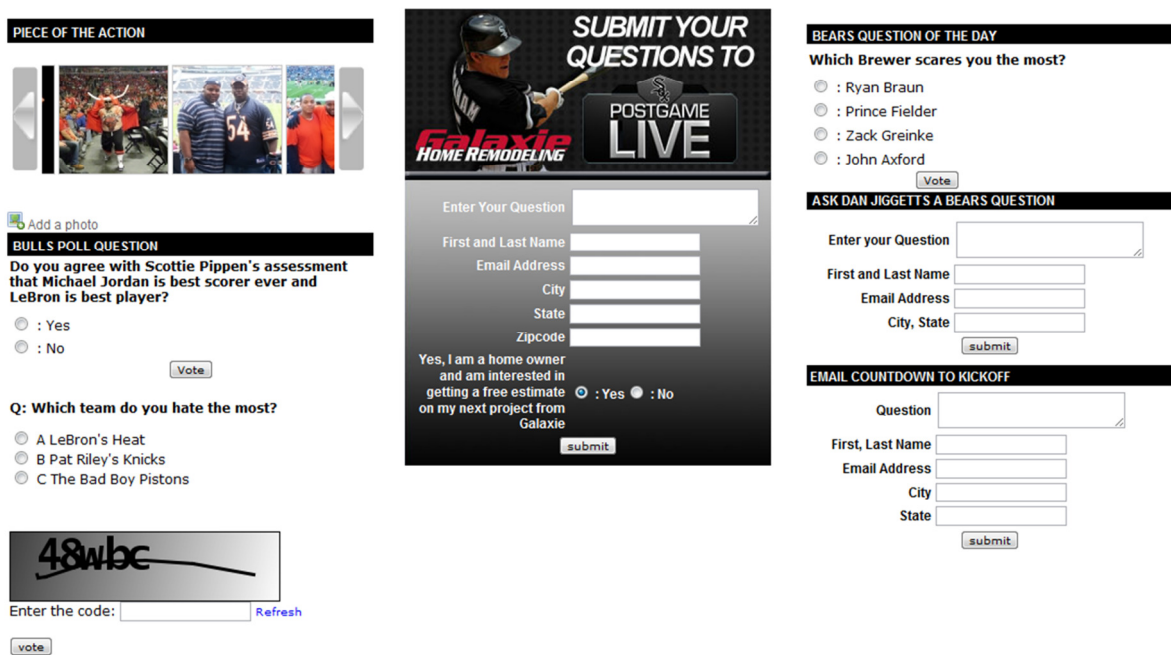


Fig. 11 Interaction panels in the pages

Act

How does the site process order placement and payment? How does the site handle delivery, shipping and returns?

CSNCHICAGO is a news portal website for people to get latest information so there is no order or delivery issue here. However, in information browsing perspective, CSNCHICAGO provides many channels to spread their information, includes:

1. Cable television for live reports
2. CSNCHICAGO website for sports review and expertise articles
3. iSO and Android mobile application as the website function
4. Twitter and Facebook for instant message delivery
5. Email and text message for alert

React

How does the site maintain customer service and support?

1. CSNCHICAGO provides a frequently asked questions page which includes some questions about the television services people always ask as the function of a communication platform. Even if you have more questions, they also provide address, phone number, and email address for correspondence and inquiries.
2. With social network page, people can easily to interact with the website and leave their message with the mobile devices as the most efficient way no matter where they are.
3. People can submit any question via the questioning panel (Fig. 11) and comments in blogs. This is not only for people to release their feeling, but the authors also can understand what their reader's perspective and what they concern about.

Does the site have multi-language support?

No, because of CSN is the United States based, it only serves in English.

SWOT analysis

● Strengths

1. CSNCHICAGO owns many high definition videos for visitors to watch. With Comcast cable television resource, CSNCHICAGO use a lot of videos to attract people on their online reports.
2. CSNCHICAGO provides many insider blogs for people to trust the review articles. As an information-supported website, CSNCHICAGO integrates the insiders' articles which become expert columnist pages to enhance the trust of readers.
3. CSNCHICAGO uses many visitor interaction elements for people can participate in the website. The interaction elements in the sites help people be involved in and increase the acceptance to the website.

● Weaknesses

1. CSNCHICAGO doesn't distribute well on their blog articles news feed in the site. With unclear label and the spread article is making visitors confused with what the major information sources should be in the website.
2. CSNCHICAGO can organize the team profile with game reviews in a page. With a large number of team records but without good presentation would consume the visitor time and inefficient in the site structure.
3. CSNCHICAGO is poor to contribute other business channels. Even though the site shows a shop entry for visitors but it looks disconnected with the site.

● Opportunities

1. More and more people have high-level medium equipment and request higher performance quality. The trend of high quality video request enforce companies have to provide advanced product and will help CSNCHICAGO to gain more visitors.
 2. People like to use social network platforms and interaction channels to have responses and communicate with other people. With good interacting approaches of CSNCHICAGO let people easily to learn the user experiences of the website.
 3. Mobile devices have been a popular channel for people to get the information. Because CSNCHICAGO has several different mobile approaches and they will satisfy the people who rely mobiles and agree with the site interaction.
- Threats
 1. Competitor (WGNtv.com) has live game reporting interface for people can know the latest messages. WDNtv.com provides a "GameZone" dynamic interface as a live report channel can get people involved.
 2. Competitor (Chicago Tribune) has paper-based channel to meet people. Chicago Tribune is a popular channel for people who like to enjoy and the paper-based article has been a convinced entry to their readers.
 3. Competitor (CBS) has more entertainment elements for people to connect with its. CBS Chicago.com collects many places for people who enjoy watching games with lots fans (Fig. 12) and provides an integrated fans shop. With these friendly elements in the site as entertainment, it will catch more visitors.

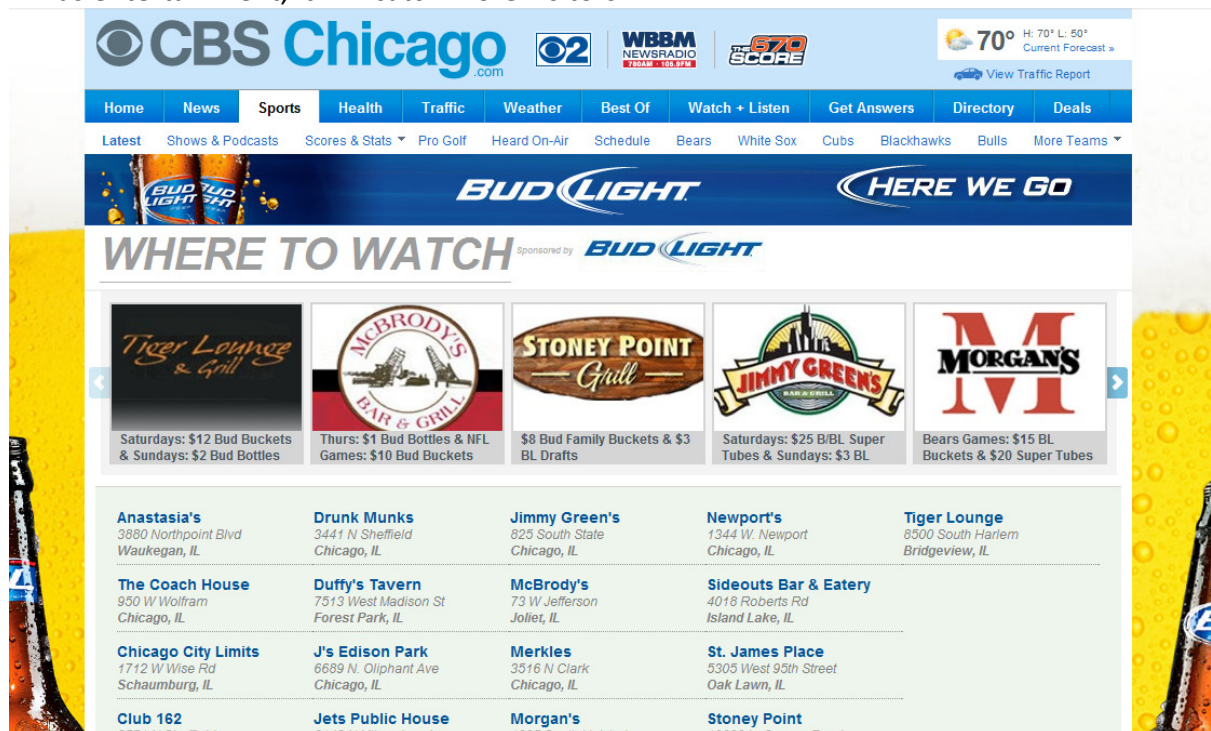


Fig. 12 CBS Chicago.com – Where to Watch

Conceptual development

Based on your analysis what are some features do you think will be helpful for the success of your site?

1. CSNCHICAGO provide the expertise blog as deep analysis for various sports issue and this can be a good attracting resource for people to get more knowledge and motivate them returning to dig more information.

2. The various visitor interaction panel are good to know what our visitors care about. We can create or extend more different components for people to participate in the website.
3. The team and game information pages are a fundamental material for the page. Building an organized profile page should be useful to people who like to follow the sports season.
4. The arrangement of live game in which channel is a right way for people return to the website constantly as a useful feature. Beyond the CSNCHICAGO, we can span different TV station for the most wide information provider.
5. Video is a resource which always sticks people in the site for longer time. If we can find some video source as a content element, the website will be more abundant.

What are some practical improvements or enhancements you would recommend in order to improve customer loyalty?

1. For the fall-down list, they can specify the league level page link and separate them from those in Chicago area. The team profile page has the similar misdirection, the menu on the top of the page in black color in league level without clear label.
2. In team profile pages, they can put the player information and last game review with seasonal schedule as a page and even enhance the team logo to emphasize the identification of the page. With the player information for people feeling more close as the personality effect. The game reviews facilitate people to connect with those insider comment article and deepen the trust relationship between the site and visitors.
3. CSNCHICAGO can develop more sports related businesses as CBS Chicago.com, for example: sports bars or restaurants partnership, enhancing the fans shopping site, and even an online ticket retailer. Making more connection to people life will create more visitor traffic in different sources.

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