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Deliverable B

Web Analysis

Site Name: Chicago Sports News (csnchicago.com)

Competitors

- λ Chicago Tribune sports <http://www.chicagotribune.com/sports/>
- λ CBS sports <http://chicago.cbslocal.com/category/sports/>
- λ WGNtv.com <http://www.wgntv.com/sports/>
- λ New York Post sports <http://www.nypost.com/sports> (New York)
- λ Newsday sports <http://www.newsday.com/sports> (New York)

Description:

The CSN site provides up to date media and news about all of Chicago's professional sports teams including the Bears, Bulls, Cubs, Fire, and White Sox. This particular site falls under the B2C e-commerce category and uses the advertising supported revenue model.

Value Proposition:

CNS provides its users with news, media, team schedules, blogs, and individual team calendars for each professional sports team in Chicago. Dedicated sports fans should use this site because it provides all available information about Chicago. It also includes depth charts, injury reports, and player stats.

Integration

This site integrates with a web catalog that sells sports merchandise and memorabilia. Customers can buy their favorite teams merchandise as well as limited edition collection items. In addition, the site also provides links to box offices where customers can purchase tickets to sporting events.

Presence:

CNS has a regional presence because it provides links to the pages of other mid-western teams. This means that the site is not only being utilized by Chicago fans. This function gives the users an opportunity to view information about all teams in our division. There are no indications that the site has a national or global presence.

Customers

Chicago sports fans of all genres are the intended customers for the CSN site. This site focuses on the utilitarian customer style but does not display anything that caters to the impulsive buyer.

Usability:

The site was fairly easy to navigate for someone who is tech savvy but navigation of this site would be difficult to a person who doesn't spend very much time on the computer. The home page is cluttered and could become confusing depending on what you are trying to find on the site.

Attract:

CNN attracts its users by providing flashes of sports highlights on the homepage. This type of action packed picture slide show immediately grabs the attention of the user when they enter the site. The pictures are accompanied by small excerpts from articles written about the particular player or team. This makes the user want to know more. The user then navigates to the article and spends more time on the site. As the user spends more time on the site he or she will be more likely to make a purchase of some kind.

Interact:

The site uses blogs and user authentication to interact with its customers. Granting customers the privilege of user profiles makes the site more personable to the customers. Thus, causing them to feel more of a connection with the site than other sports sites. The site also provides blogs where the site can make connections with people. Fans can voice their opinions about games, gossip, news and whatever they're feeling in the blogging section of the site.

Act:

CNN lets customers purchase goods on the site using via credit or debit card transaction. The site does not offer any information about shipping channels or the return policy unless you complete a transaction.

React:

This site does not provide a link for customer support or support for any other languages.

Strengths:

CNN's strong point lies in its ability to provide an abundant amount of information about each team. This means that once a Chicago sports fan visits the site it's highly likely that they won't need to visit any other site to fulfill their query.

Weakness:

I found that the site doesn't have a lot of links to the official sites of the MLB, NBA, NFL and, NHL.

Opportunities:

CNN has the opportunity to sell more sports related goods on their site

Threats:

It would be easy for someone to expand on the site's vision and take over the market they have created

Conceptual Development:

I would add an upload feature. This would allow users to share news and media amongst one another. I would keep the featured stories on the home page like CNS has it now but there would be a link where the users could upload media highlight, stories, and gossip of their own. I also think it would be a very practical improvement to ask the customer to choose a favorite amongst the teams featured on the site. Upon choosing their favorite team or genre the backgrounds, media, news, and advertisements for shopping would all cater to that particular team.