

# Web site analysis – Chicago Tribune’s sports channel

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## Overview of website

The website I will analyze is Chicago Tribune’s sports channel. This is the link to the site:

<http://www.chicagotribune.com/sports/>. It provides Internet information service for its visitors. Visitors can browse any sports related news, articles, game schedules, and etc. about their loved Chicago sports teams.

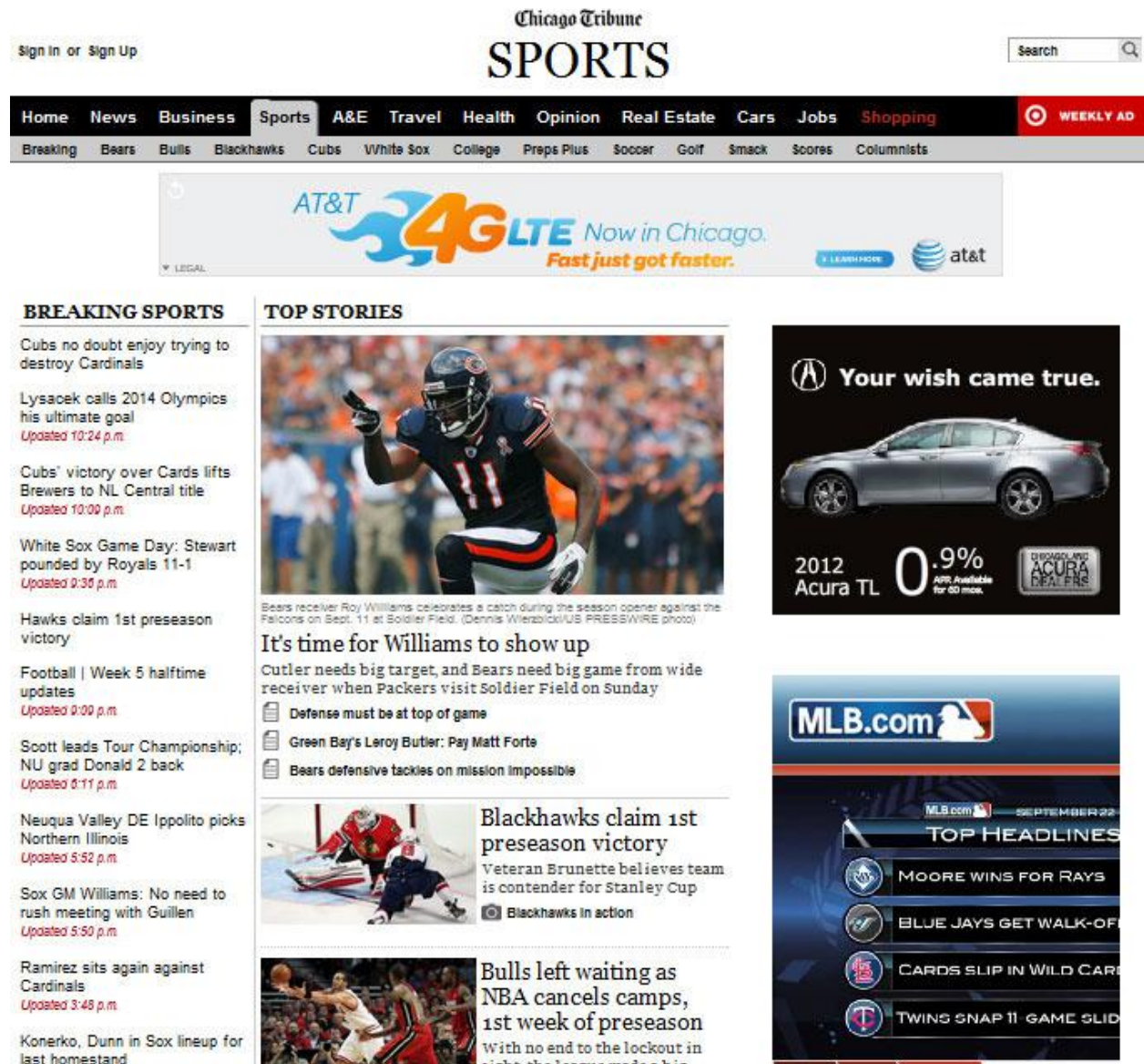


Figure 1. Site overview

### *E-commerce category*

The website belongs to Business-to-consumer category since it provides the opportunity for website visitors have business relationships with those retail companies who have advertisements on Chicago Tribune's sports site.

### *Value proposition*

The value proposition of this website is to provide latest and comprehensive sports related information for Chicago readers. It includes sports news, stories, schedules and everything about those popular sports teams of Chicago. Just over this one site, customer can access almost everything they need to know about their favorite Chicago sports team. It also plays as the role of a platform where sports fans can share opinions and connect with other social media accounts. Comparing with other sports sites, Chicago Tribune sports site more focuses on Chicago local teams and combines diverse sports types at one place, which gives much convenience to Chicago sports fans.

### *Integration with other channels*

The website integrates with Chicagoshopping.com which is a local shopping website provides daily deals in Chicago lands and shopping guide in different categories. It also integrates other social websites like Facebook.

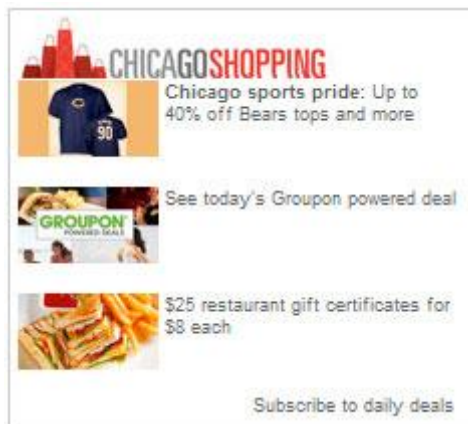


Figure 2. Chicago Shopping



Figure 3. Facebook

### *Revenue models*

The web site uses an advertising-supported revenue model. The updated contents of the site keep visitors at site. So, many advertisers of local business and big sports brands are attracted to Chicago Tribune to reach large numbers of visitors. It also promotes other sports related mobile apps at side bar.

### *Presence*

It has a local presence because it mostly focuses on local sports teams. It also has a mobile web for mobile devices and a mobile app version for iPad, iPhone, Android and Blackberry.

# Chicago. Delivered. Anywhere. Anytime.

Tribune Mobile delivers the news as it happens, whenever, wherever and however you want it.

Chicago Tribune Mobile

iPad app

Mobile Apps

Mobile Web

Mobile Alerts

Mobile apps for iPad, iPhone,  
Android and Blackberry



Figure 4. Mobile

## Intended customers

The intended customers for the website will be anyone who is a fan of Chicago sports teams. People who want to know the latest information of their loved sports teams in Chicago land can keep tracking that information on this one channel.

The top advertise is random, from bank to Airline company. That is put at an obvious place because it's designed for consumers who have hedonic shopping experience and buy products emotionally. Those consumers usually need some strong visual impacts. The ChicagoShopping (Figure. 2) is designed for utilitarian who buy products rationally and will be more interested with local deals.

## Usability

The order of the modules on the home page is not quite reasonable. It puts the video module at the bottom of the page and put some article at the top. Commonly, video is an element which attracts users attention. It would be better to keep it at top to highlight something important.

On the sidebar, instead of putting the schedule module at the top, the site puts some advertisements at top. Users need to scroll down to check those important information, which should be avoid in web design. Designers should really rework on the layout of all the modules of the site.

The navigation on top of the site is clear. However, if you go to each session on the page, the titles are not obvious for users to differentiate different modules. It would be better to adjust the color or font of the title to give users more hints of the structure of the contents.

### **Attract**

The way of attracting consumer of the site is to provide the latest fresh sports related information for sports fans. Chicago Tribune sports channel is specialized in news and game information of all the local sports teams. If people are just interested with local teams, the site will save them a lot of time and energy to browse around. People can easily find the schedule of their favorite sports team on the site. Besides, the promotions from local stores guide sports fans to get a better deal at Fan Shop's site.

### **Interact**

The site allows visitors to build their own profile so they can personalize their preferences of category of news they would like to receive as a newsletter. Visitors can also leave comments or post articles after signing in. So they can exchange their opinions with other fans.

### **Act**

The website itself does not sell any product but provide information services. So it does not process order placement and payment and there is no delivery, shipping and returns to be dealt with. All the purchases happen on the third party website. Chicago Tribune sports channel just provides the platform for other company to attract consumers.

### **React**

The way Chicago Tribune sports channel attracts visitors is to keep all the information in time and accurate. It doesn't have multi-language support since it mainly focuses on local visitors.

## **SWOT analysis**

### *Strength*

Because it is more concentrated on local sports teams, it attracts a lot of royal Chicago sports fans. It is easier to do deep and thorough work in a narrow topic. So comparing to other sports sites, Chicago Tribune sports channel provides more comprehensive and authoritative information referring Chicago sports.

### *Weaknesses*

However, because of such specific topics, Chicago Tribune sports channel is hard to attract sports fans of other cities. The visitors of the site are limited and the site does not seem to be expanded in future. The interface of the website is also not quite user- friendly. Users might get lost in the layout of the web pages.

### *Opportunities*

But still, if the site provides more personalization for different visitors and allows them to communicate in various ways on the site, visitors may be more willingly to stay on the site. If possible, the site could also allow visitors to create their own game schedules and preferred modules regarding their likeness of specific teams and sports.

### *Threats*

Some other websites like ESPN now also provide localized information services for American's big cities including Chicago. ESPN Chicago provides more personalized and socialized information services. Meanwhile, their website has a more user friendly interface.

### **Conceptual development**

For our website, since it is more information related, it is essentially important to make sure the layout of each page follow visitor's mental model. When users log in, we should allow them to adjust different modules according to their personal preference. It would be better if the system could catch users' needs and promote the products they might be more interested accordingly.