



academy
Site structure overview two

Creating site overviews

This document shows the second possible way of structuring the Academy site. This is based on the findings of the user scenarios and flows contained within the 'Academy: User profiles, scenarios and flows' document.

User Profiles

To help us understand our audience needs, and to maintain the perspective of the sites actual users whilst designing, we create personalities around these profiles.

A Steve

- 25 years old, investment banker
- time conscious, not interested in general info, wants specifics
- slips golf and squash
- very proud, doesn't like to look stupid in front of friends

B Dan

- 22 years old, student
- not very sporty, but wants to be more so to get more ahead
- not in any school sport teams
- loves computer games

C Sam

- 28 years old, marketing executive
- loves to play sports, but not very good
- likes to watch sports, but not very into it
- likes to watch sports, but not very into it

D Alex

- 30 years old, software developer
- likes to play sports, but not very good
- likes to watch sports, but not very into it
- likes to watch sports, but not very into it

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Profiles

User Scenarios - Steve

Steve first hears of the site from a trail on TV/radio or possibly from a puffbox on bbc.co.uk/sport. He likes the idea of the site - a way of getting one up on his mates - and decides to take a look during his lunch break, before he goes to meet the lads in the pub.

A Steve

1. Steve looks for the knowledge for getting to do well in his golf club.
2. Steve thinks it's a bit much, but he's a bit of a competitive person, so he decides to look at the site.
3. Steve looks at the site, but he's a bit of a competitive person, so he decides to look at the site.
4. Steve looks at the site, but he's a bit of a competitive person, so he decides to look at the site.

1 Steve needs to see instant evidence that he can get advice on improving his golfing skills. The lessons may not consist of golf, which may put him off. This is our one and only chance to interest him, given his time constraints. Navigation by section (i.e. skills, equipment etc) rather than sport would suit him.

2 The site animation shouldn't look dumbed down for kids. It should also be advanced, and the text should be short and snappy. Other skills and sections should be featured.

3 Multimedia should be clearly flagged up as being fun from getting started.

4 For Steve to return he has to realise that the content will benefit him and that the content changes frequently. Steve would also like links to relevant topical sport stories.

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Scenarios

User flows - Steve

This is the first way of visualising Steves movements through the site. In diagram we assume Steve will look for his sport (golf) first, when/if his homepage teaser scan draws a blank.

A Steve

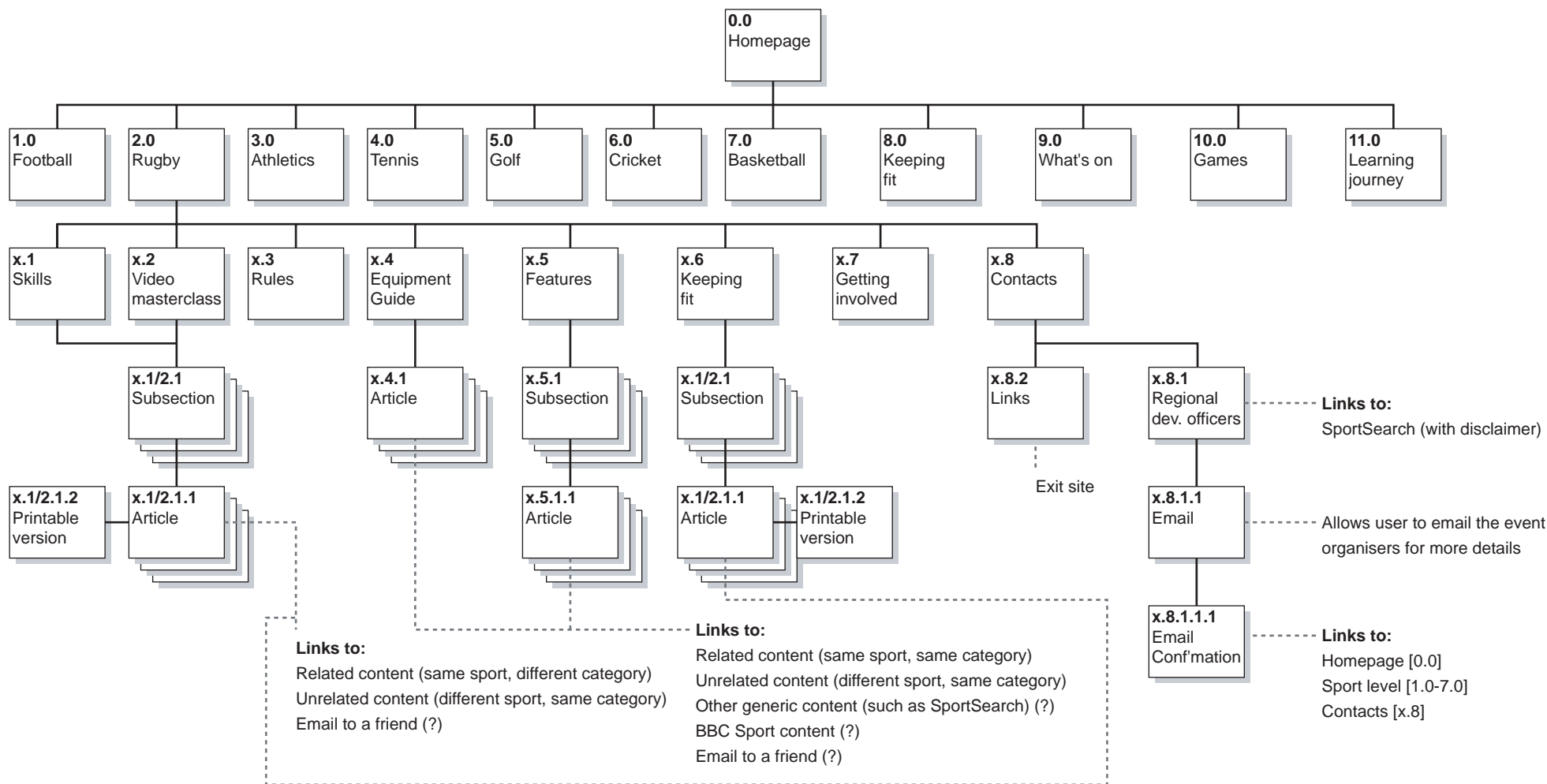
The diagram shows Steve's path through the site, starting from the homepage and moving through various sections like 'Golf', 'Squash', and 'Equipment'.

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Flows

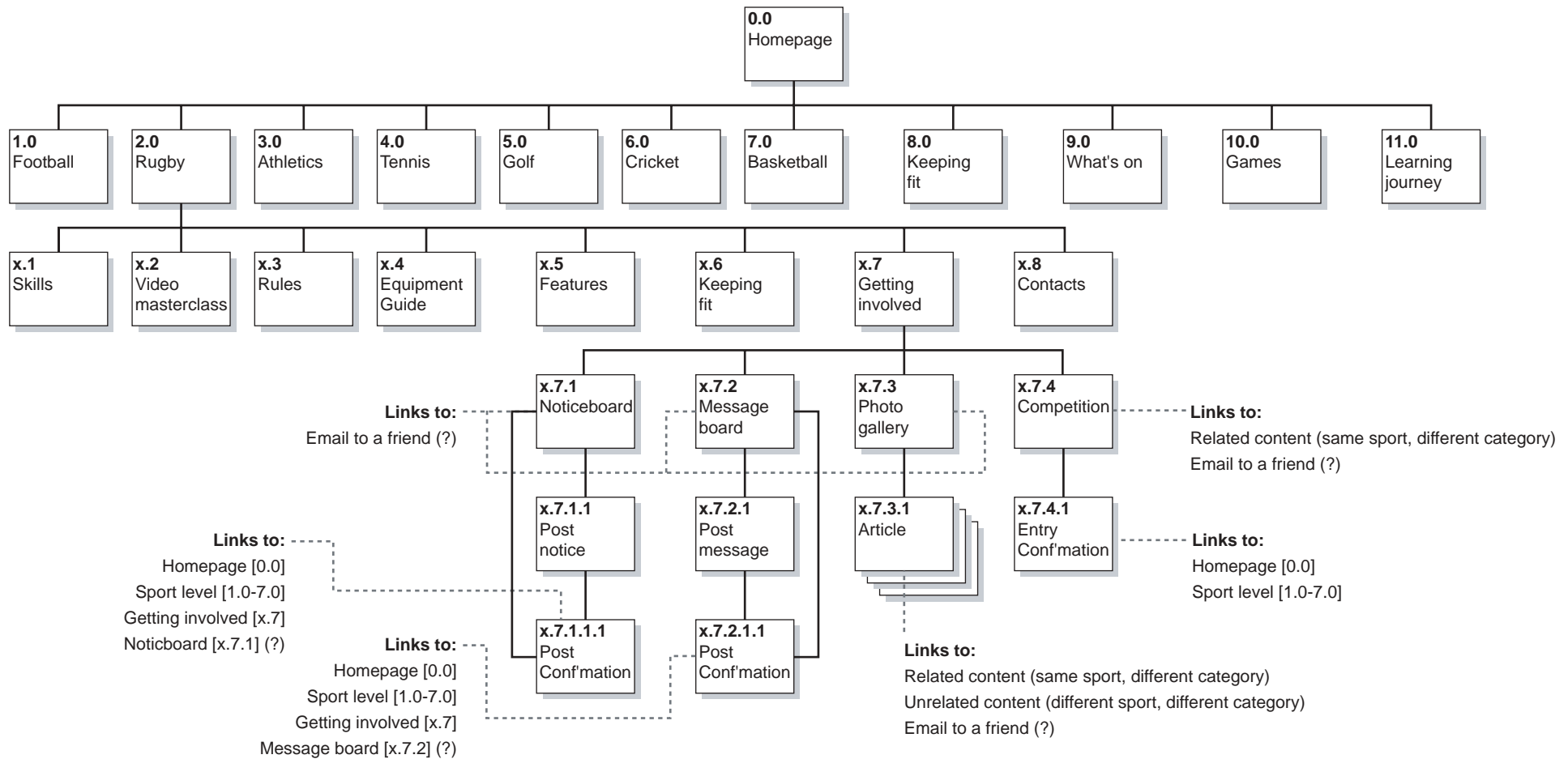
Overview two – Sport path I

The path below represents how the site breaks down for each sport. The Getting involved path is shown on page 4 (Sport path II), with the Rules path on page 5 (Sport path III).



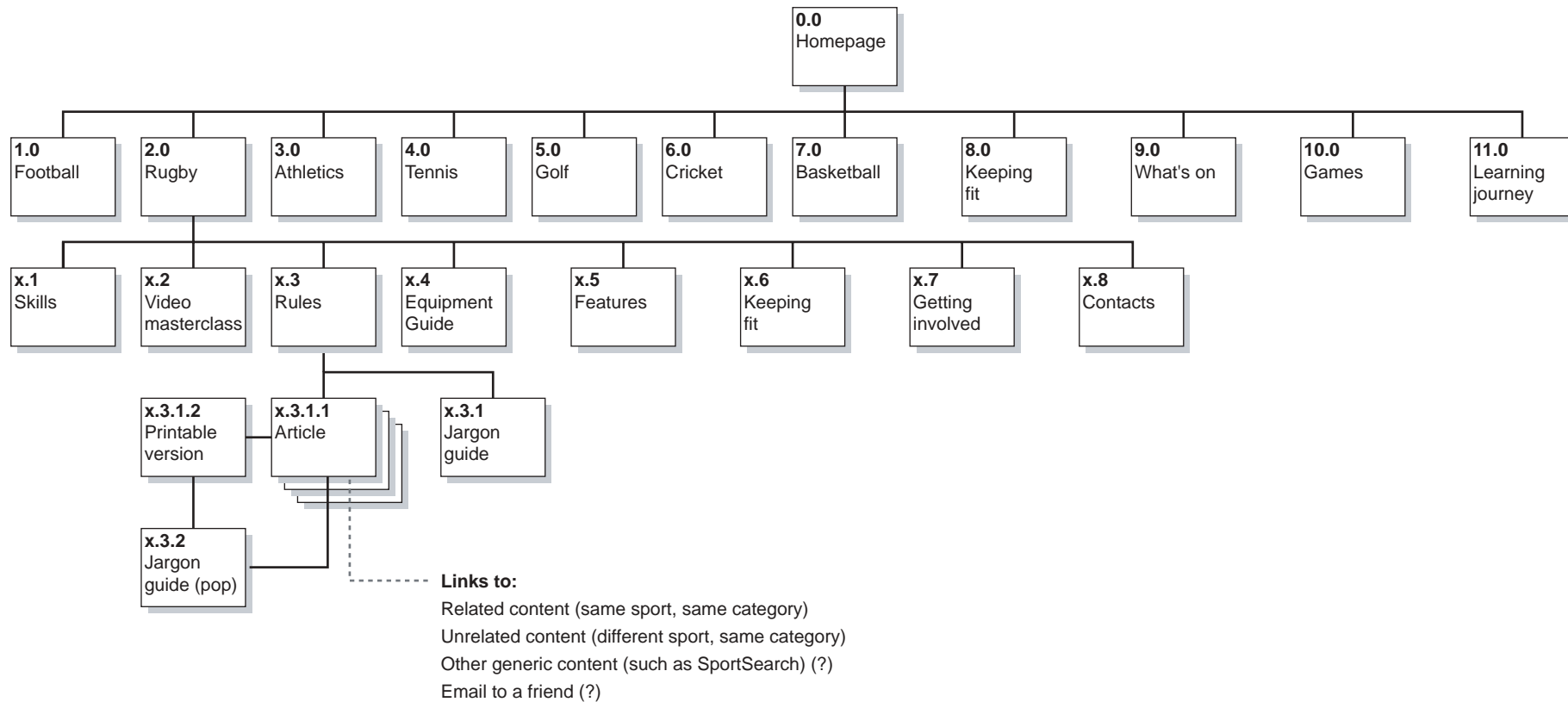
Overview two – Sport path II

This diagram shows Getting involved path, which would apply to all sports.



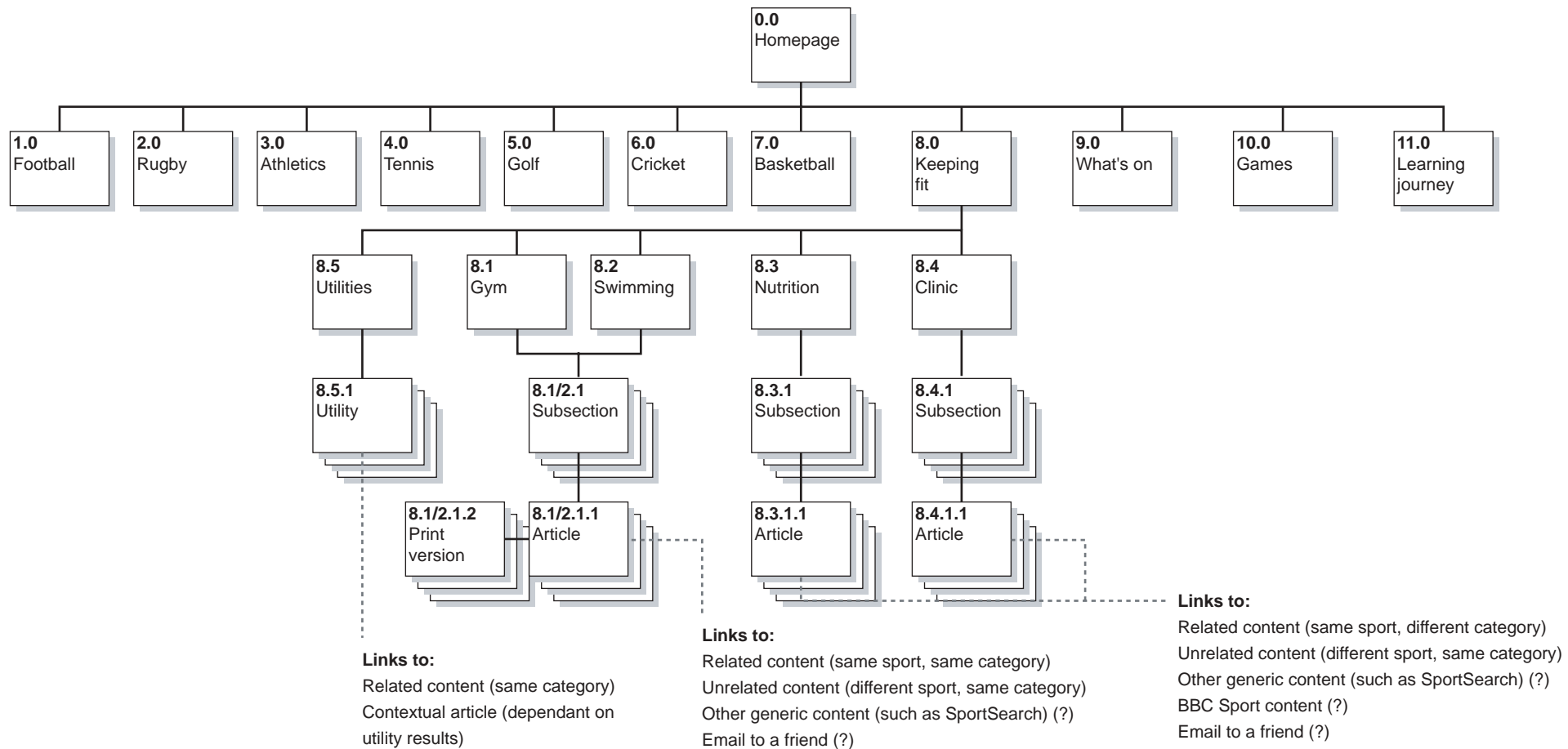
Overview two – Sport path III

The Rules path sees the addition of a Jargon guide, shown here as both a separate page and a pop up window.



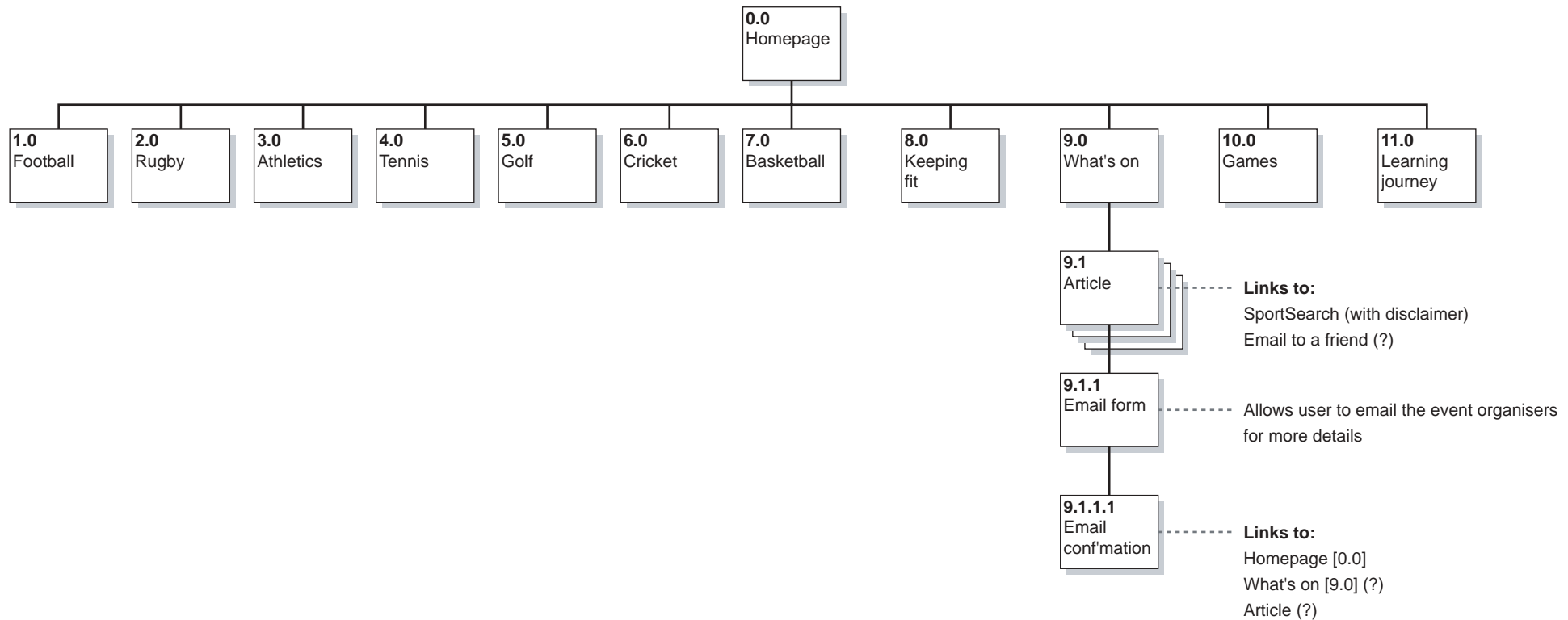
Overview two – Keeping fit path

Utilities (which obviously needs a better name) is the area where the 'Calorie counter' and the 'Body mass indicator' would live. Clinic houses the health information – again a better label is needed.



Overview two – What's on path

Upon entering this page the user would be presented with a list of up-coming events for all sports. Clicking on an item in the list would produce a more detailed article level page on that particular event.



Overview two – Games path

The Games path is straightforward, simply divided by sport then straight into a game. The important thing here is the links that we put on the games pages.

