



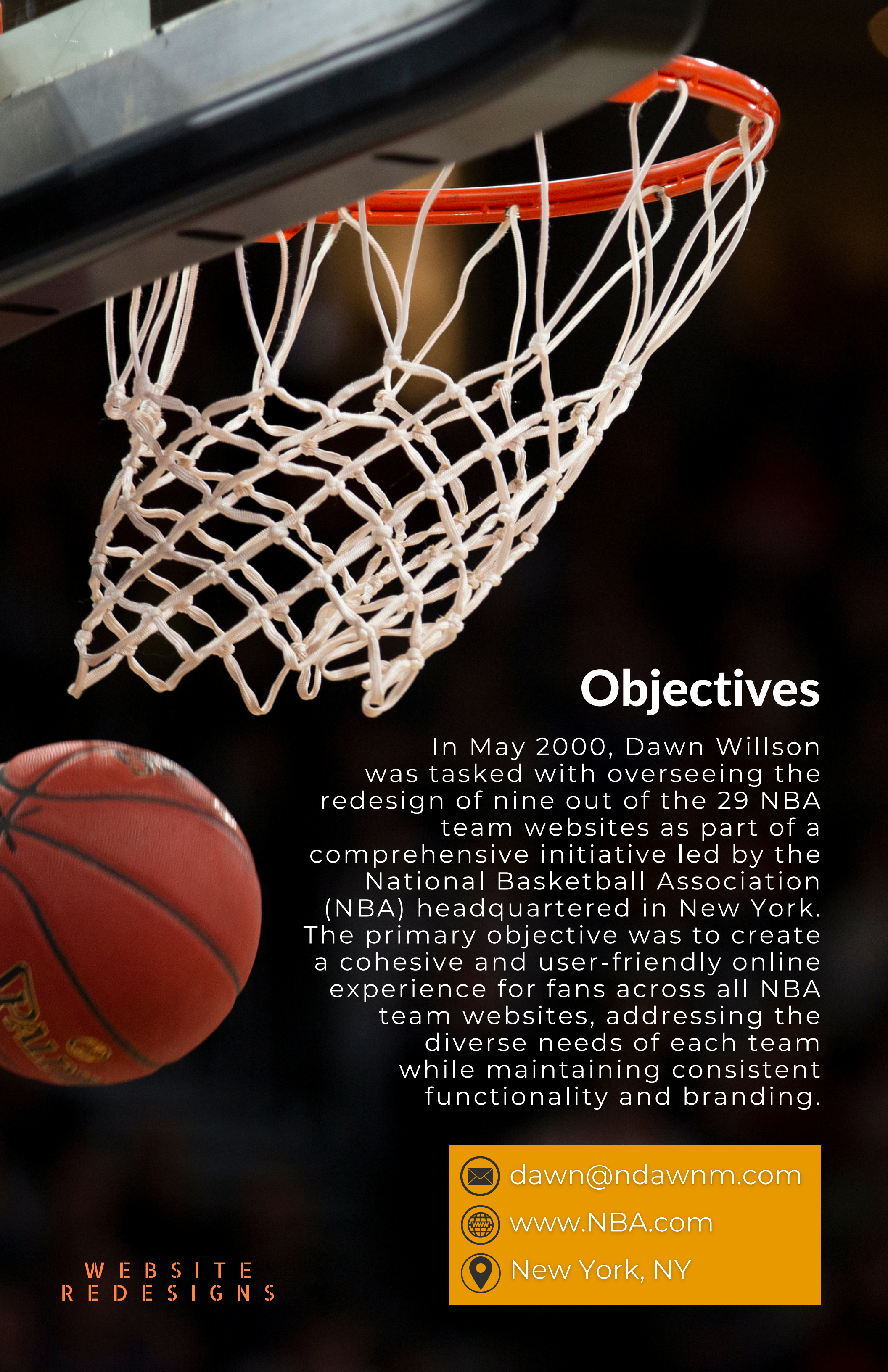
BASKETBALL

WEBSITE
REDESIGNS

CASE STUDY

By Dawn Willson





Objectives

In May 2000, Dawn Willson was tasked with overseeing the redesign of nine out of the 29 NBA team websites as part of a comprehensive initiative led by the National Basketball Association (NBA) headquartered in New York. The primary objective was to create a cohesive and user-friendly online experience for fans across all NBA team websites, addressing the diverse needs of each team while maintaining consistent functionality and branding.

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 www.NBA.com

 New York, NY

W E B S I T E
R E D E S I G N S



Challenges

Diverse Designs and Functionality:

Each NBA team had its own unique website design and functionality, making it challenging to create a unified user experience across all sites.

Balancing Branding and Individuality:

While the NBA headquarters sought consistency and standardization, individual teams desired the flexibility to showcase their unique identities and stand out among other NBA websites.

Tight Deadline:

With the basketball season set to begin on October 31, 2000, there was immense pressure to complete phase 1 of the website redesigns, including home page designs and key inside pages, by October 1st, leaving a short window for design and implementation.



Solution

Content Architecture and Functionality:

Dawn collaborated with the technology company in Boston to develop six templates that provided a standardized navigation structure for all team websites while allowing for customization of content blocks. Each team's marketing department determined the layout and functionality for the home page and key inside pages.

Design Collaboration:

Dawn facilitated coordination between the marketing teams and independent web designers located across the country. Meetings were held to discuss design options within the established parameters, ensuring alignment with both NBA branding guidelines and team preferences.



Iterative Design Process:

Designers submitted multiple design concepts for each page, incorporating variations in headers, color schemes, and layout elements. The NBA headquarters provided initial approval before presenting the designs to individual teams for final selection.

Implementation and Content Creation:

Once the final designs were chosen, the technology company began implementing them into the page layouts, working closely with each marketing team to ensure seamless integration and assist with content creation.

Timely Completion:

Despite the tight deadline, Dawn and her team completed the project by September 10, 2000, well ahead of the basketball season's commencement. The new websites were launched in time to coincide with the excitement of the new NBA season.



Results

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Enhanced User Experience:

The redesigned NBA team websites offered a cohesive and intuitive browsing experience, with standardized navigation and improved functionality, enhancing engagement for fans.

Brand Consistency and Individuality:

While adhering to NBA branding guidelines, each team retained its unique identity and personality through customized design elements and content.

Successful Launch:

The timely completion of the project ensured that the new websites were ready for the start of the 2000–01 NBA season, garnering positive feedback from both the NBA headquarters and individual teams.

Career Advancement:

Dawn's exemplary performance on the project led to a full-time job offer from the NBA, reflecting her expertise and contribution to the successful execution of the website redesign initiative.

Conclusion

Dawn Willson's strategic leadership and collaborative approach were instrumental in overcoming the challenges associated with redesigning multiple NBA team websites within a tight timeframe. By balancing the needs of the NBA headquarters and individual teams, Dawn delivered a solution that elevated the online presence of the NBA while showcasing the unique identities of each team, setting a new standard for digital engagement in professional sports.



BEFORE



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OF THE
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MONARCHS



Kings Fall

The Kings' season ended Friday, when the Lakers defeated them 113-86 to clinch the first-round series. Chris Webber led Sacramento with 20 points.

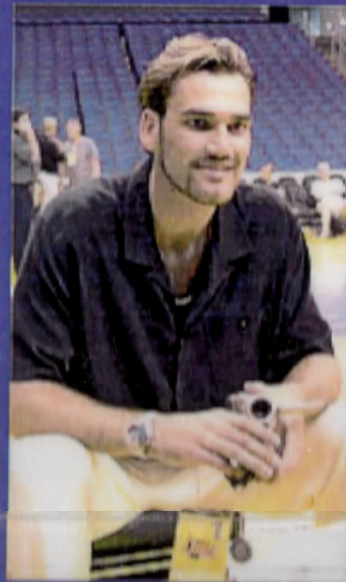
Game 5 video highlights:

[28.8+ | ISDN+](#)

[Kings-Lakers series page](#)

Owners Joe and Gavin Maloof participated in a [live chat on NBA.com](#) on Friday, April 28.

[Carril out of hospital](#)



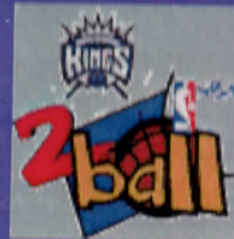
Scot Pollard interviewed Lakers and Pacers players as a special assignment reporter for *Inside Stuff* on June 9. (Jen Pottheiser/NBAE Photos)

Webber Named All-NBA

Kings forward Chris Webber was named to the All-NBA Third Team on May 31. Webber is joined by Stephon Marbury, David Robinson, Eddie Jones and Vince Carter.

Pollard Awards

In Scot Pollard's end of season Pollard Awards, the Kings forward talks about the best practical joke he saw this season and how his ego took a hit in Seattle.



[Kings 2ball Area Winners](#)

Divac Wins Citizenship Award

Kings center Vlade Divac has been honored with the J. Walter Kennedy Citizenship Award for his charitable work off the court.



[1999-2000 Royal Court Dancers](#)

Delk Divulges

Tony Delk enjoyed a break-through season with the Kings and [recently answered e-mail](#) from fans all around the world.

Kings' Kid's Court

[Check out the Kings' Kid's Court page](#), with features from *KidsFare* magazine, information on Slamson and games for the whole family.

[MORE]

[1999-2000 Transactions](#)



Welcome to the official site of the
Sacramento Kings

AFTER

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Players

Stats

Schedule & Scores

Tickets

ARCO Arena & Tickets

Community Service

Kings Kids Court

Team Chats

Player Mailboxes

Royal Court Dancers

Strategic Alliances

Franchise History

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Kings Store



Free Shipping on \$100 (NBA Team) purchase

Kings Poll

Who is your favorite Sacramento Kings player?

- Jason Williams
- Vlade Divac
- Chris Weber
- Nick Anderson

submit

Join the Raley's & Bel Air Jr. Kings Club!



The Official Site of the Sacramento Monarchs



The Official Site of the Sacramento Knights

Kings Updates sponsored by Sony

Schedule Released

On July 27, the Kings announced their schedule for the upcoming 2000-01 season. Playoff games aren't included in this release.

- [Kings' 2000-01 schedule](#)

Summer Hoops

On July 14, the Kings announced their roster for a three-day mini-camp and the Rocky Mountain Revue.

- July 24: Kings handle Mavericks
- July 22: Kings come up short
- July 21: Jabari Smith posts double-double

Pollard Awards

The newly re-signed Scot Pollard takes a break from his vacation for another installment of the Pollard Awards this time regarding summer fun.

2001 Court Dance Team Named

On August 2, the Kings unveiled the team's 2000-01 16-member dance squad after two days of highly-competitive auditions.



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SONY

SACRAMENTO KINGS FAST BREAK
sign up here for the Kings email newsletter

TICKETS
Buy your Sacramento Kings tickets here!

Kings Calendar

Sat May 11	Mascot appearance at local mall. Kids get autographed free with adult purchase.
Sun May 12	• Team 1 vs Team 3, home game TV: Local Network, 7 PM ET • Charity Auction at NYC League Store. Live Player appearance!
Mon May 13	• Pregame chat at 5 PM ET. Retired Coach gets a final word
Tue May 14	• Practice at 10 AM ET.
Wed May 15	• Team 1 at Team 5. TV: Local Netwk, 3 PM
Thu May 16	• DanceTeam appears on Daytime EMMYs!
Fri May 17	• Team 1 vs Team 3, home game TV: Local Network, 7 PM ET

Kings Features

Divac Honored

On July 24, Vlade Divac was selected to **The Sporting News' list of 99 "good guys"** in sports 2000. Articles and headlines about good guys should be at least three lines long don't you think so?

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Courtside

PREVIOUS - Final
Sacramento 120
Denver 118
[Box Score](#) | [Recap](#)

TODAYS GAME
7:30 PM at **Portland**
TV: TBS
[Pregame Notes](#)

NEXT GAME
7:30 PM at **Seattle**
TV: NBC
[Pregame Notes](#)

STANDINGS

Sacramento	70	11
LA Lakers	40	41
Seattle	10	71

Sights & Sounds

He Shoots... He Scores!
Check out Jon Barry as he fires from three point land and hits the game winning shot.
28K/56K
ISDN/DSL/CABLE

Say Jay!
Watch Jason Williams as he makes a stunning no look pass.
28K/56K
ISDN/DSL/CABLE



The Sr PGA Tour and the Gold Rush Classic

AFTER



- ARCO Arena & Tickets
- Community Service
- Kings Kids Court
- Team Chats
- Player Mailboxes
- Royal Court Dancers
- Strategic Alliances
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Kings Roster

BULLS 1999-2000 ROSTER							
NUM	PLAYER	POS	HT	WT	DOB	FROM	YRS
22	Nick Anderson	C	7-0	249	1/1/75	Australia	2
15	Jon Barry	G	6-7	246	11/13/79	St. John's (N.Y.) '99	1
	Tyronne Corbin	C	7-1	255	2/7/80		R
25	Vlade Divac	G	6-6	205	2/24/78	Oregon State '98	2
42	Lawrence Funderburke	F	6-8	260	3/11/79	Duke '99	1
43	Bobby Jackson	G	6-6	220	3/12/74	Southern Illinois '95	5
	Darrick Martin	G	6-6	185	3/20/80	Michigan '00	R
	Scot Pollard	G	5-10	200	4/25/79	Connecticut '00	R
	Ryan Robertson	F	6-9	250	8/10/78	Iowa State '00	R
	Jabari Smith	G	6-2	185	2/13/78	Indiana '00	R
3	Predrag Stojakovic	G	6-3	200	9/29/66	Bradley '88	12
20	Hidayet Turkoglu	G	6-4	203	10/15/72	Iowa State '95	5
	Chris Webber	G	6-3	200	12/6/71	Pennsylvania '95	4
5	Bill Wennington	G	6-7	210	5/18/76	Kentucky '97	3
51	Jason Williams	F	6-8	248	1/21/77	Tulsa '99	1
8	Corliss Williamson	F	6-10	264	4/6/72	Providence '94	6

HEAD COACH: Rick Adelman (Louisiana Tech '77)

ASSISTANT COACHES: John Wetzel (San Francisco '79)
Pete Carril (Michigan State)

TRAINER: Pete Youngman (Pacific '81)

*-on injured list
**-Early entry draftee

TEAM LEADERS

TOP SCORERS
 Nick Anderson 29.4
 Jon Barry 28.2
 Chris Webber 21.2

REBOUNDS
 Nick Anderson 7.2
 Jon Barry 6.5
 Chris Webber 6.1

ASSISTS
 Nick Anderson 4.3
 Jon Barry 3.3

STEALS
 Nick Anderson 2.3
 Jon Barry 1.5

BLOCKS
 Nick Anderson 2.8
 Jon Barry 2.3

CONTENT AREA

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