

# NBA MVP microsite initial recording

**Creative Director:** Bean Royal (speaker 1)

**Designer:** Christine Jiang (speaker 2)

## Summary

The meeting focused on designing a non-biased, informational website about the NBA MVP award. Speaker 1 outlined the structure: a homepage with brief introductions and "Learn More" buttons, an about page, a history page, trends and anomalies section, and an explore page listing all winners. Individual player pages would have a consistent format. Speaker 1 emphasized a playful, cartoonish design with a dark background to highlight team colors. Speaker 2 requested examples. Speaker 1 revealed they are targeting a younger to middle-aged demographic.

## Action Items

- Send example websites to teammate when back on your computer (send tonight or within a couple hours as noted) so they can build from it.
- Reach out to the project owner if any clarifications are needed about the website, prototype, or content.
- Bring the prototype to life by implementing the design as a working site or detailed mockups (take the prototype and build the site).

## Outline

### NBA MVP Website Concept Discussion

- Speaker 1 outlines the purpose of the meeting: to discuss the design of mockups for an NBA MVP website.
- Speaker 1 explains the concept of the website: an informational, non-biased platform about the NBA MVP award.
- The website aims to be beginner-friendly, playful, and objective, providing facts and history about the MVP award.

### Website Structure and Content Outline

- Speaker 1 describes the homepage as a short introduction with snippets and a "Learn More" button.
- The homepage will lead to history pages, an about page, and individual player pages.

- The about page will be text-heavy, while the history page will cover trends and anomalies.
- An "Explore" page will list all winners, and individual player pages will have a consistent format.

## **Detailed Design and User Experience**

- Speaker 2 suggests a simple homepage with a catchy "Learn" button.
- Speaker 1 envisions a homepage with short introductions and "Learn More" buttons for individual players.
- The website should be visually pleasing, easy to navigate, and appealing to younger to middle-aged demographics.
- Speaker 1 emphasizes the importance of objective presentation, using Wikipedia for influence and providing visuals of players.

## **Creative Elements and Visual Appeal**

- Speaker 1 discusses using color schemes to emphasize team colors and make elements stand out.
- The website should be playful, with rounded borders, glowing elements, and hover states.
- Speaker 2 asks for examples of similar websites
- Speaker 1 plans to send examples to Speaker 2 for implementation.

## **Finalizing the Design and Next Steps**

- Speaker 2 expresses interest in the project despite not knowing much about basketball.
- Speaker 1 reassures Speaker 2 that the provided examples will include all necessary details: images, color schemes, text, animations.
- Speaker 1 and Speaker 2 discuss the possibility of designing the website first and then building it.
- Speaker 1 will send needed examples to Speaker 2, who will then bring it to life.