

MMC 6400
CASE STUDY
Janetta Boone



Current site

The screenshot shows a website for the Clear Lake City Stars, a youth swim team. The background features a gradient from red to purple with a pattern of white stars and sparkles. The top navigation bar includes links for Home, About, News, Events, Swim Meets, Practice Groups, Pool Locations, STARS Sponsors, and Links. On the left, there's a sidebar with a 'Sign In' box containing 'Start Registration' and 'More Information' buttons, and a 'Contact Us' button. Below this is the 'CLEAR LAKE CITY STARS' logo with a red star and blue waves. A 'TouchPad LIVE' button and a 'Find us on f' button are also present. The main content area features a large 'CLEAR LAKE CITY STARS' logo with a red star and blue waves. A text block states: 'Established in 1965, the Clear Lake City Stars Swim Team is one of the oldest and most successful youth swim teams in the Houston Clear Lake, Texas area. The Stars Swim Team is a non-profit organization and a member of the Clear Creek Swim League. Click the "About" tab for more information.' Below this are sections for 'Events' (Team Functions, Swim Meet) and 'News' (with items for 3/17/18, 7/2/17, and 6/13/17). The bottom left sidebar lists 'STARS Sponsors' including the Houston Area Safety Council and Woodforest National Bank. The top of the browser window shows the standard Mac OS X menu bar with Chrome, File, Edit, View, History, Bookmarks, People, Window, Help, and system status indicators.

Gestalt Theory

Cluttered  efficient

Elaboration Likelihood Model

No direction  navigation

Dialogic Theory

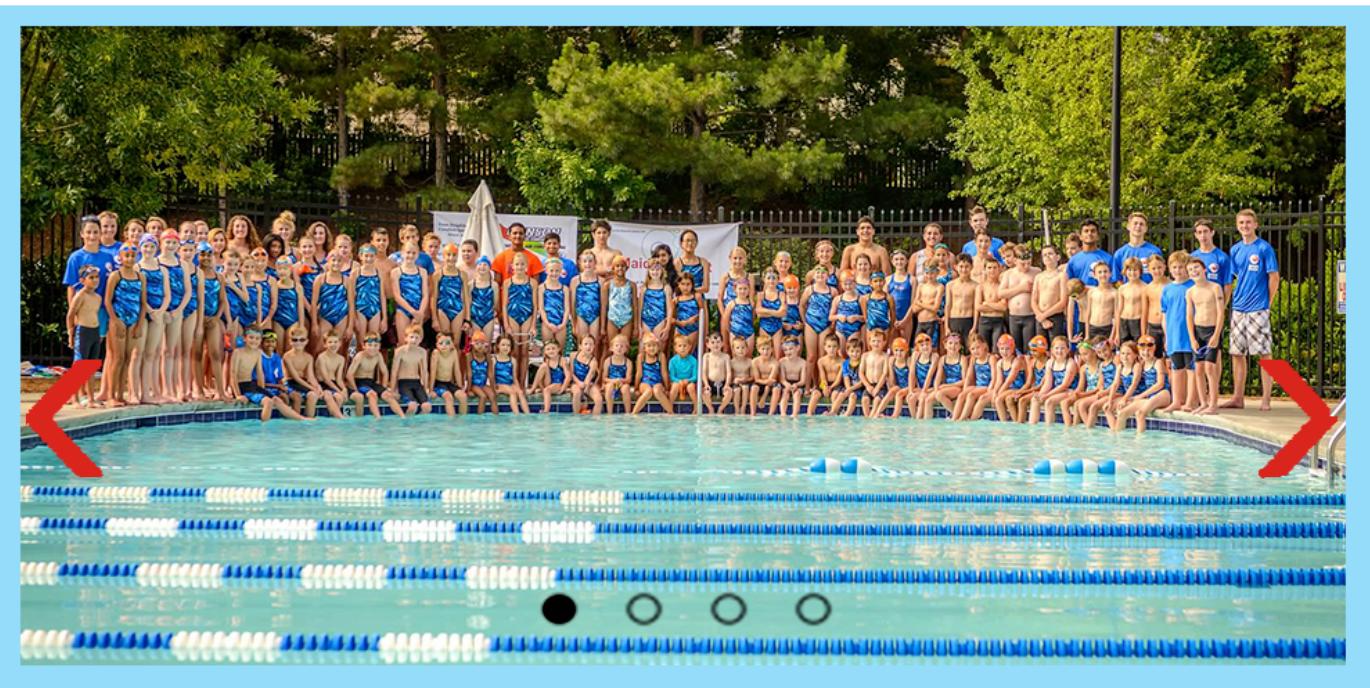
No community  connection

Social Presence Theory

Asynchronous  intimate

Keller's Brand Equity Model

“Who are you?”  working relationship

[Register](#)[KIDS](#) | [PARENTS](#) | [SPONSORS](#)**CLEAR LAKE CITY****Sign up for our Newsletter** Enter Email Addressstars@swim.com

281-333-1455



Houston, TX 2018



[Register](#)[HOME](#) | [KIDS](#) | [SPONSORS](#)**CLEAR LAKE CITY****WELCOME, PARENTS!**

How would you like to volunteer?

<input type="checkbox"/> Scorekeeping	<input checked="" type="checkbox"/> Ribbon-writer	<input type="checkbox"/> Live Chat
<input checked="" type="checkbox"/> Budgeting	<input type="checkbox"/> Maintenance	<input checked="" type="checkbox"/> Other
<input checked="" type="checkbox"/> Concessions	<input type="checkbox"/> Newsletter	

SUBMITHave questions? Check out responses
from swim parents to our FAQ's!

- Do we need to participate in every swim meet?
- How many practices should we attend per week?
- How do I know which size of swim uniform my child wears in American sizing?
- Are busses or other transportation provided to "away" swim meets?
- Is there an application available for scholarship opportunities, or multiple-sibling-discounts?
- How does Clear Lake City Stars handle payments while we are on vacation?

Sign up for our Newsletter

Enter Email Address



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[Register !\[\]\(b39c89771cd6fb2128a8c57aa7d97f9a_img.jpg\)](#)[HOME](#) | [KIDS](#) | [PARENTS](#)[CLEAR LAKE CITY](#)

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LIVE CHAT



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Sources

- Clear Lake City Stars official site

<https://www.teamunify.com/Home.jsp?team=reclrclcstx>

- Braddock, J. 2018. *Modules 5, 11, 12, 13.*

- Swim team image

<https://www.financialsymmetry.com/financial-symmetry-proud-sponsor-highcroft-hurricanes-swim-team/>

- Slider buttons and social media icons

<https://www.google.com/search?q=slider+buttons+social+media+icons&tbo=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwiWst2N67faAhVF-qwKHQxtBIEQsAQIKA&biw=1403&bih=710>