**WESTMINSTER INTERNATIONAL UNIVERSITY IN TASHKENT**

**COURSEWORK SUBMISSION FORM**

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| **STUDENT USE** | | **STAFF USE** | |
| **Module Name** | |  | | --- | | Web Technology | | **First Marker’s**  **(acts as signature)** |  |
| **Module Code** | 4BUIS011C | **Second Marker’s**  **(acts as signature)** |  |
| **Lecturer Name** | Bunyod Khoshimkhujaev | **Agreed Mark** |  |
| **UoW Student IDs** |  | **For Registrar’s office use only (hard copy submission)** | |
| **WIUT Student IDs** | 00010480 |
| **Deadline Date** | December 9, 2020 |
| **Assignment Type** | **☑ Individual** |
| **Word Count** | 772 |

**SUBMISSION INSTRUCTIONS**

**COURSEWORKS *must* be submitted in *both* HARD COPY (to the Registrar’s Office) *and* ELECTRONIC unless instructed otherwise.**

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# **Audience Profile**

In this chapter, I want to describe in detail my target audience using the example of the Kinopoisk website that I created. Firstly, my site provides such opportunities as searching for films, watching online and watching trailers. To date, according to statistics from the site SimilarWeb, the Kinopoisk site is visited by more than 100 million users, of which each user spends an average of 4 minutes on the site. More than 55 per cent of all users visit the site through mobile devices, and Kinopoisk manages to attract 35 million monthly users, of which 2 million unique users use the site daily. The audience who watches films online has an average age from 25 to 34 years old, which is 50 per cent of the total audience, also from 18 to 24, and from 35 to 44, the other part of the audience is about 39 per cent. The primary audience uses this service because you can easily find the movie you need quickly and therefore you can immediately start watching and also not expensive. The direct traffic that goes to the Kinopoisk website comes from Russia, this is 79, and the rest comes from the CIS countries.

Moreover, 49 per cent of people go to the Kinopoisk website when they are looking for a movie they want to watch, while 40 per cent goes directly to the site and the rest of the users get to the site through social networks and links from other users. Since Kinopoisk belongs to the Yandex service, most people who come to their site come from Yandex Search and other application services from Yandex. As you might have noticed, most of the people who go to the site in the search engine were looking for the latest released blockbusters, thanks to this Kinopoisk can always keep itself in the top by comparing with other sites. Also, most of the traffic from social networks comes from YouTube and Vkontakte, since most people who live in the CIS often use these platforms. The audience of Kinopoisk is divided into several types. The first type is people who searched in a search engine for a movie that was released recently and because of this got to their site. Such an audience is not interested in most of the functions that the website itself offers because they need to find out information or watch a movie. The second type of audience is users who often check the website and register on it and also leave comments about films and use the essential functions that the site provides. The last type of audience includes geeks who have been using this service for a long time, read the news every day, and also give ratings and collect a collection of their films that they like.

# **Functions and features**

After analyzing what categories my audience belongs to, I realized what my users need the most necessary functions. Firstly, since most people visit such websites on mobile devices, the website needs to be responsive and thanks to the use of HTML and CSS I have achieved this result. Secondly, since most users want to find content that interests them quickly, I added all the films that are on the site to the main page. I also consider the slider one of the advantages, as it automatically flips the pages using JavaScript and shows relevant content. More than that, I created a page called Premiere where users, upon entering, can notice buttons with categories and, based on the button that users click, they will show a movie that belongs to these categories. This solution was developed with JavaScript in the category file I find it is a beneficial function for users who only want to watch specific categories of movies. Also, if users click on the movie, it will be taken to a new page where information about the movie will be released as well as the poster of this movie.

I would classify the design as desirable features as it is made in a black style that does not strain the eyes, and many browsers and websites use a black theme that blends well. The site has a section Support service where you can fill out the form and send it, and this site shows a map of where the office is located. Moreover, there is a section about companies where you can read what the company does and what services it has. Selective features include the Subscription section. This section was made so that people can pay for this service through bank cards by entering their bank information there.

Reference:

SimilarWeb (Internet). [www.similarweb.com](http://www.similarweb.com) (15 November 2020). Available from https://www.similarweb.com/website/kinopoisk.ru/