Gaming News-Site

T. E. Information Technology

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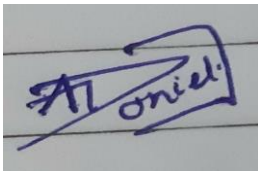University of Mumbai

2021-2022

DECLARATION

We declare that this written submission represents our ideas in our own words and where others' ideas or words have been included, we have adequately cited and referenced the original sources.
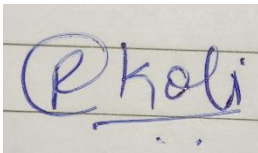
We also declare that we have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in this submission.

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1. Ashly Daniel John

2. Rangel Koli

3. Deep Kotian

Date: 29/10/21

CERTIFICATE

This Web-Based Business Model Mini-project {Gaming News-Site} by {Ashly Daniel John, Rangel Koli, Deep Kotian} is complete in all respects and was successfully demonstrated on {Final external presentation date}.

Name : --

Signature :--

       (Internal examiner)

Name : --

Signature :--

       (External examiner)

Name :--

Signature :--

       (HoD, Department of Information Technology)

Date: 29/10/2021
Place: Mumbai

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Chapter 1
Problem Statement

This project aims to build a news website for the Indian gaming community. In the past few years gaming as a whole has had a huge boost on all platforms and due to the recent pandemic, it has got an even bigger boost. Making it a million dollar industry. To keep these gamers up to date there is no such specific website. So we decided to create a website dedicated to Indian gaming community.

Chapter 2

Business Model Canvas
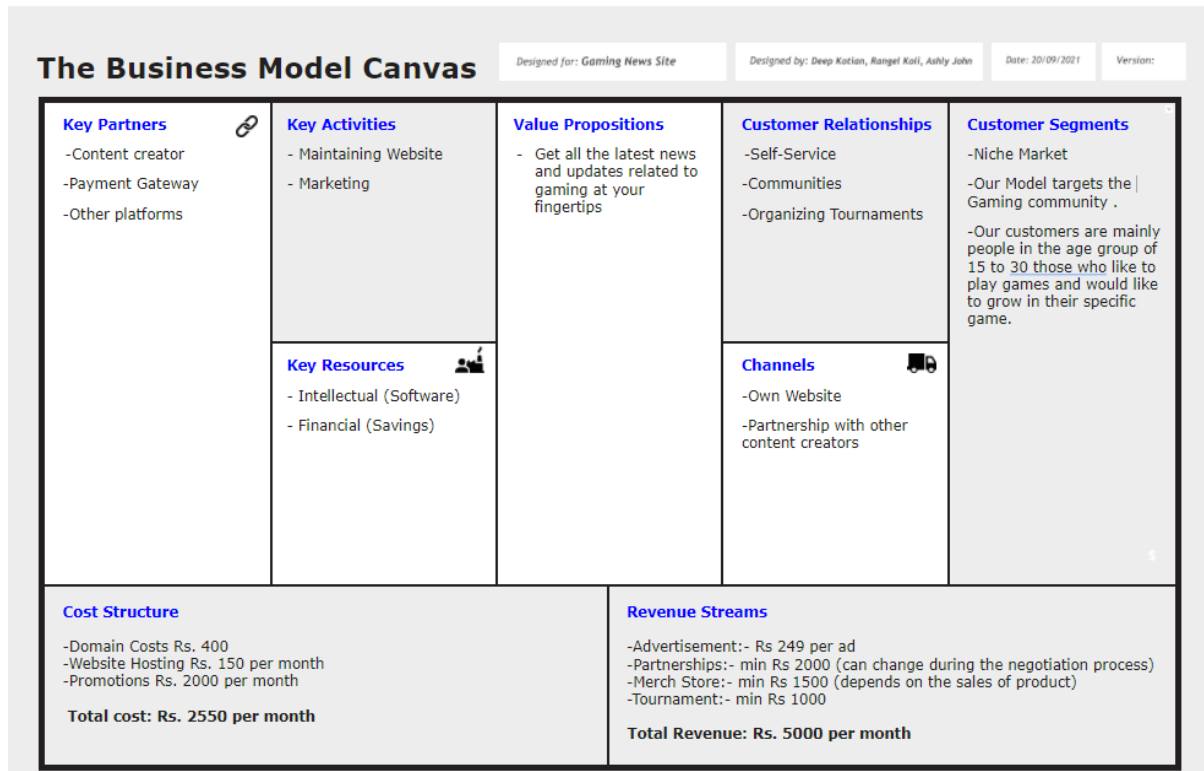
Customer Segments:

As we are targeting the Indian gaming audience our market directly becomes a Niche Market. Our customers are mainly in the age group of 15 to 30 as people in this age are seen more into gaming .

Customer Relationships:

Customers can go to our website and get all the updates related to gaming. In our website there would be a chat room where our website visitors could interact with other gamers on the website.Visitors can also join tournaments that would be available on our website.

Channels:

Customers would come to know about us through our website and also from our ads that the content creators would play on their platforms.

Value Proposition:

Our value proposition is to get you all the latest news and updates related to gaming at your fingertips.

Key Activities:

Our work at the website would be to maintain the website to keep it running and to market the website so that we could reach more newer audience through social media or other content creators.

Key Resources:

For the proper implementation of the project we have two main key resources that are intellectual and financial. Intellectual would be the software which we use to build our website. financial would be our saving money which we will be using

Key Partners:

Our Key partners are content creators, Payment gateways, and other platforms.

We are going to work with content creators to get all the latest news as well as to display their content on our website. Payment Gateway will look after the transaction process after you buy any merchandise from our website. Other Platforms would consist of the places from where we collect the news as we are targeting the Indian gaming getting news would be by going through different sources.

Cost Structure:

For a month it would cost us Rs 2550 for maintaining , running and promoting our website. It consists of the domain cost which is Rs 400 ,website hosting cost which is Rs 150 per month it can also change depending on the costing of the web hosting provider . For promoting our content for a month we have allotted a min of Rs 2000 per month.

Revenue Streams:

Our major source of revenue will be through advertisements which will be costing approximately Rs 249 per ad for a week in our website along with normal ads with adsense. Along with advertisements our source of income includes a Merchandise store where we will be selling products related to gaming and by organizing paid tournaments.

Chapter 3

System Design
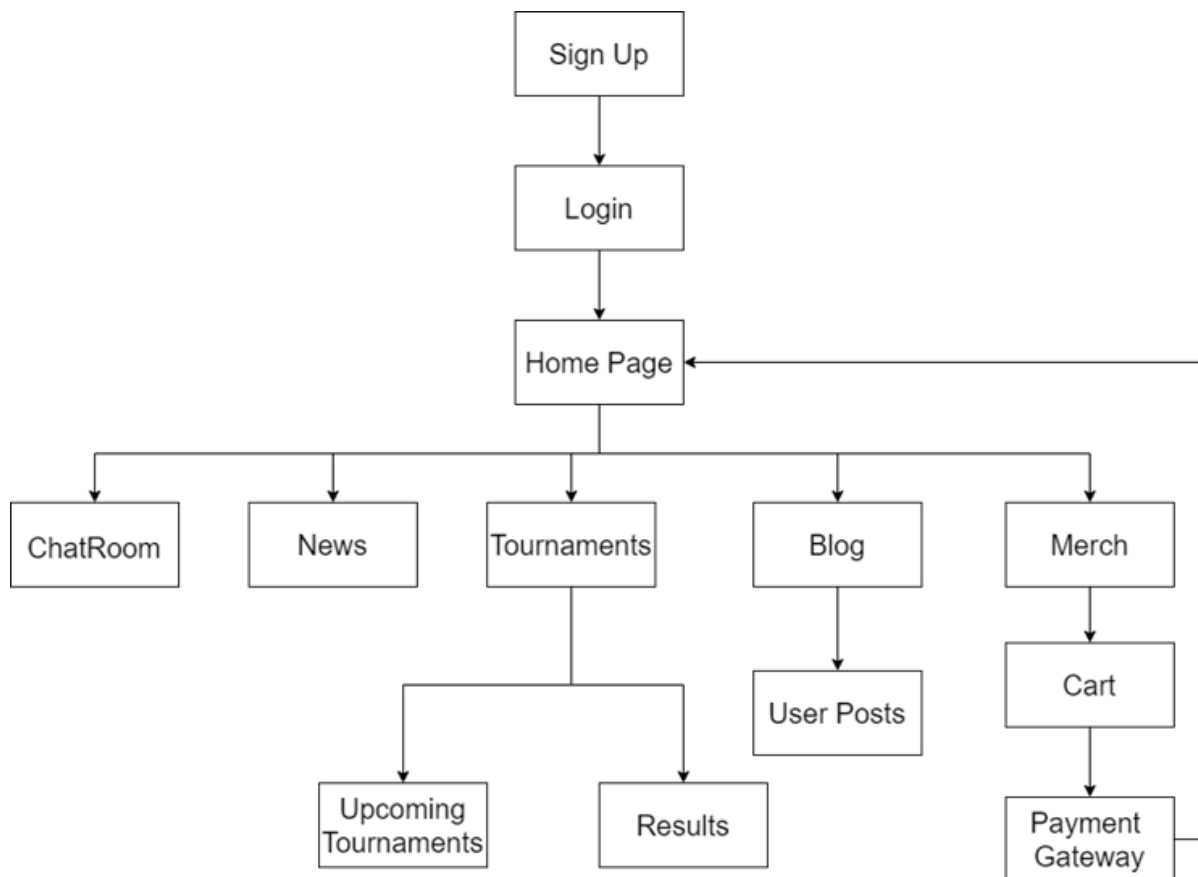
The user will first SignUp if he had previously Signed Up he will use the Login Page, for the new users the details of the new user will be stored in the database for further reference. After he has logged in the Home Page will appear where the user will have 5 options in the navbar

News: It will consist of all the latest news related to Gaming.

Tournament: The details of the Ongoing and Upcoming tournaments will be displayed in this page along with the results from the past tournaments

Blog: It will consist of the user blogs given to us by the content creators. The users who have logged in our website are only eligible to view and create the blog page.

Chat Room: A real time chat room to interact with all the other Gamers who are online on the website. Users who have logged in to their accounts will be able to use this feature.

Merch: Store to Buy all our merch as well as other content creator's merch.

Chapter 4

Technology Used

Hardware :

PC with min. 4 GB RAM and i5/i7 processor

Software :

OS: Windows 7 or above

Browser: Chrome / Firefox / Edge .

Application: Pycharm, VS Code .
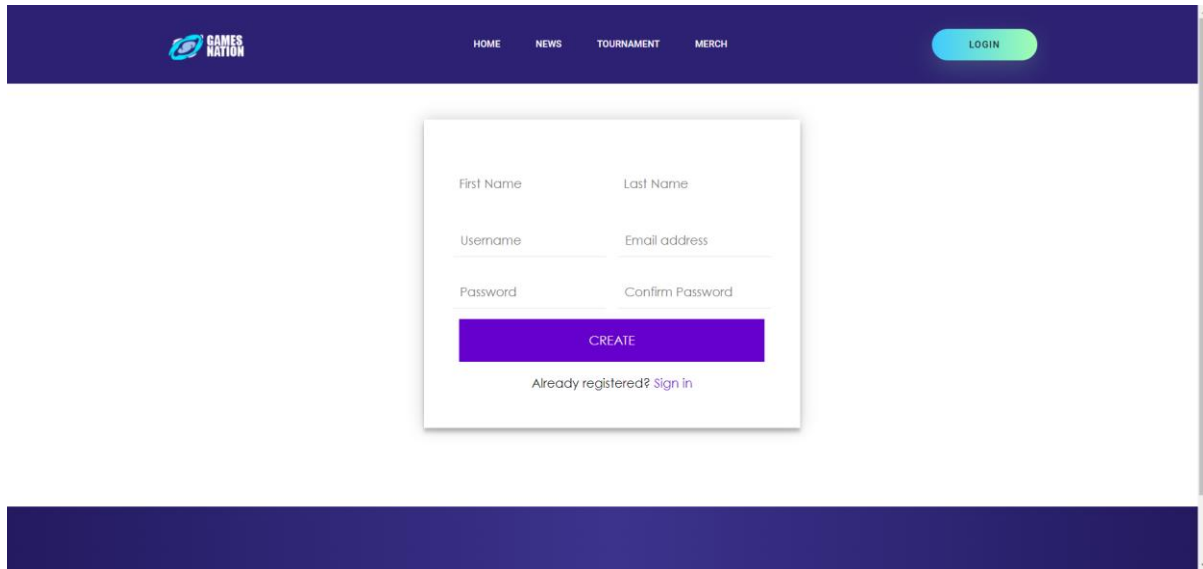
Front-end: HTML, CSS, Javascript, Bootstrap.

Framework: Django.

Chapter 5
Results
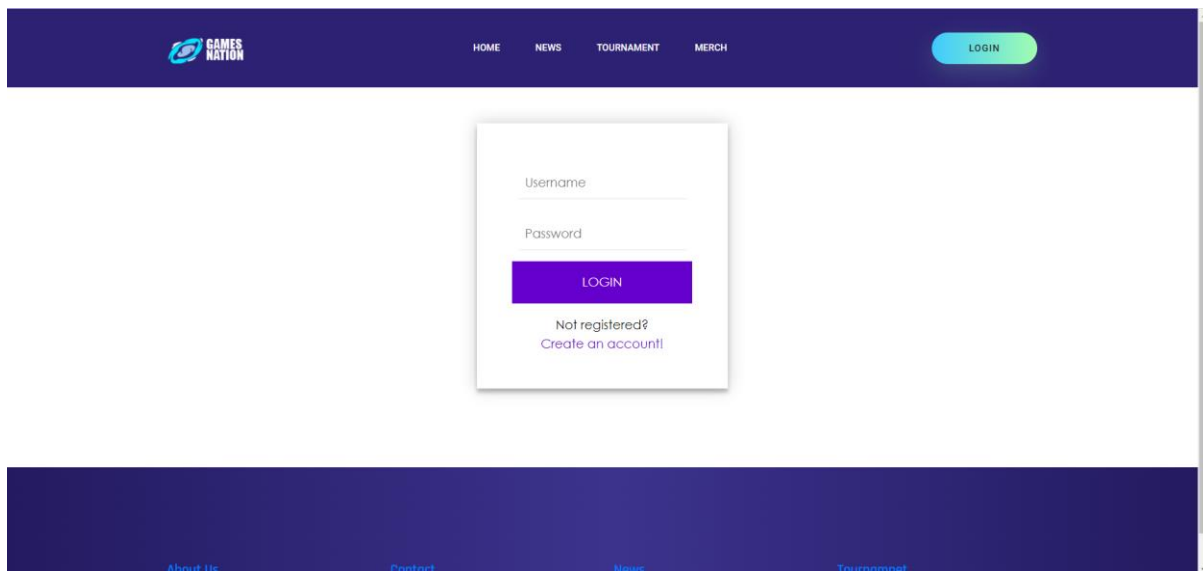
1)Registration Page:

Fig 5.1 Registration Form

2)Login page:

Fig 5.2 Login page

3)Home Page (Before Login):
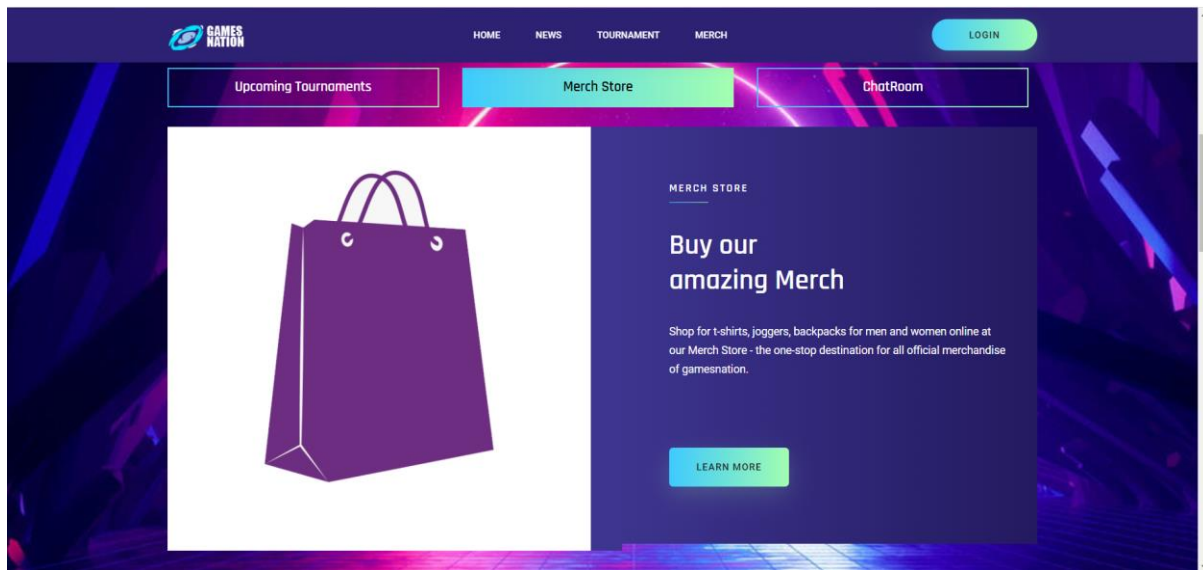
Fig 5.3 Login page (Before Login)
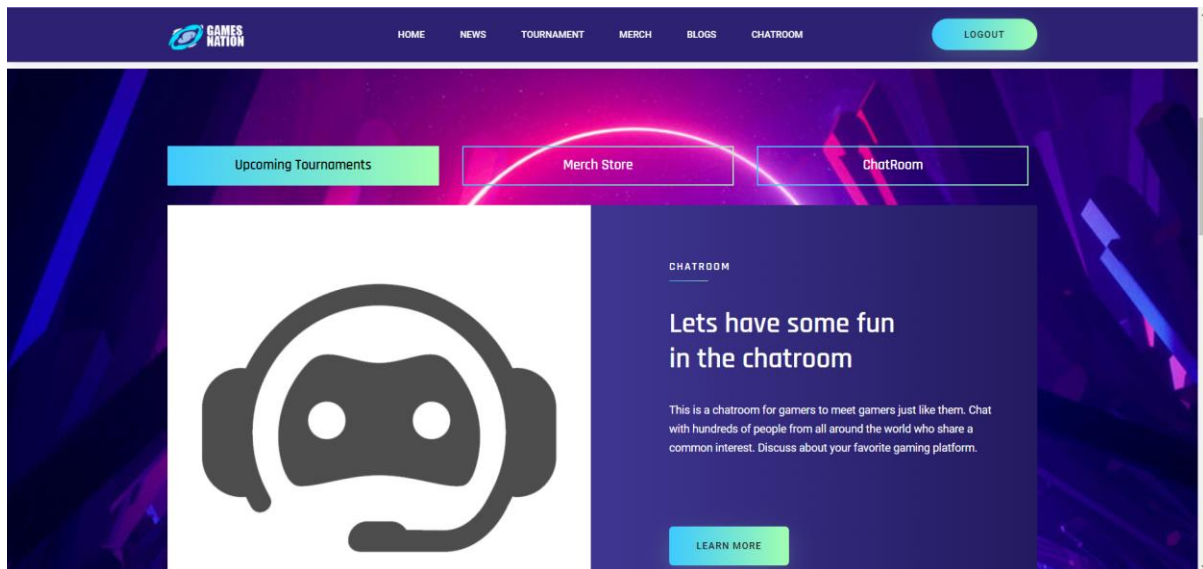
(After Login):

Fig 5.4 Login page (After Login)
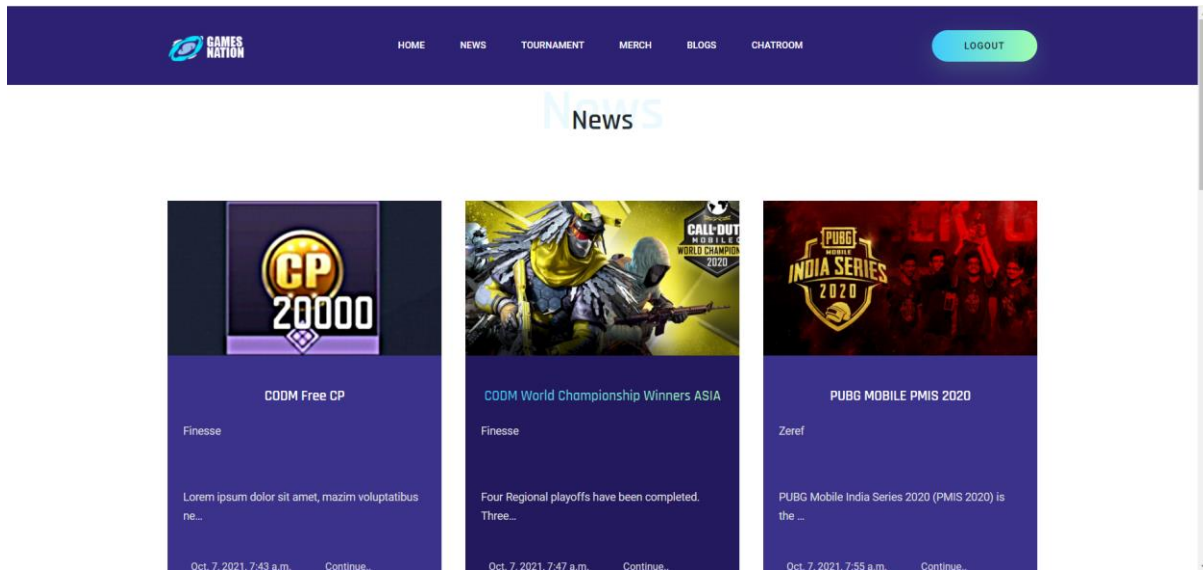
4) News Page:
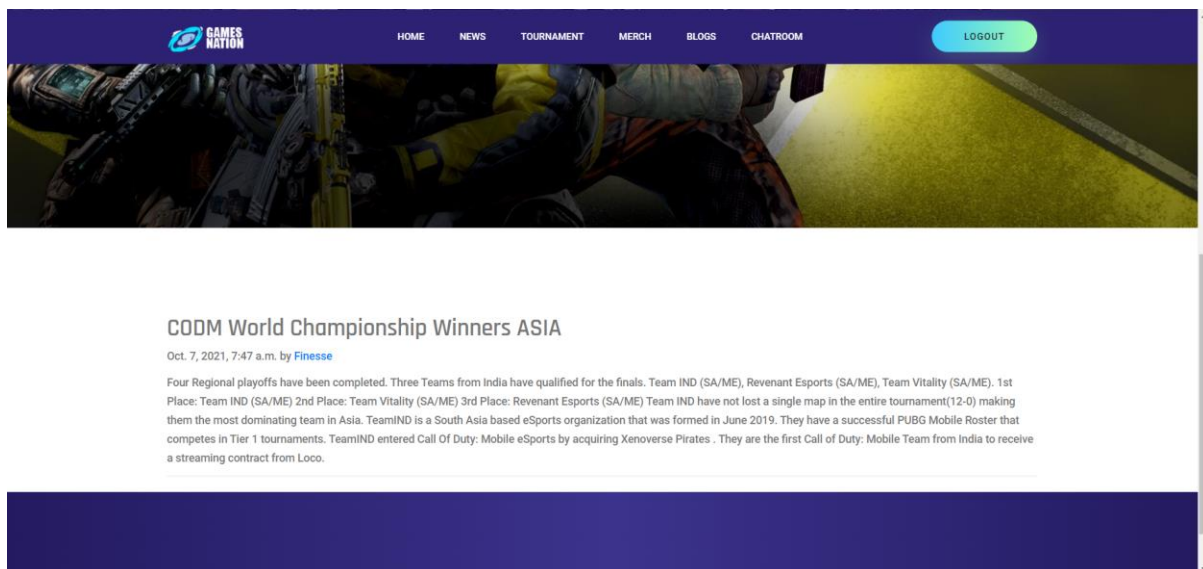

Fig 5.5 News Page

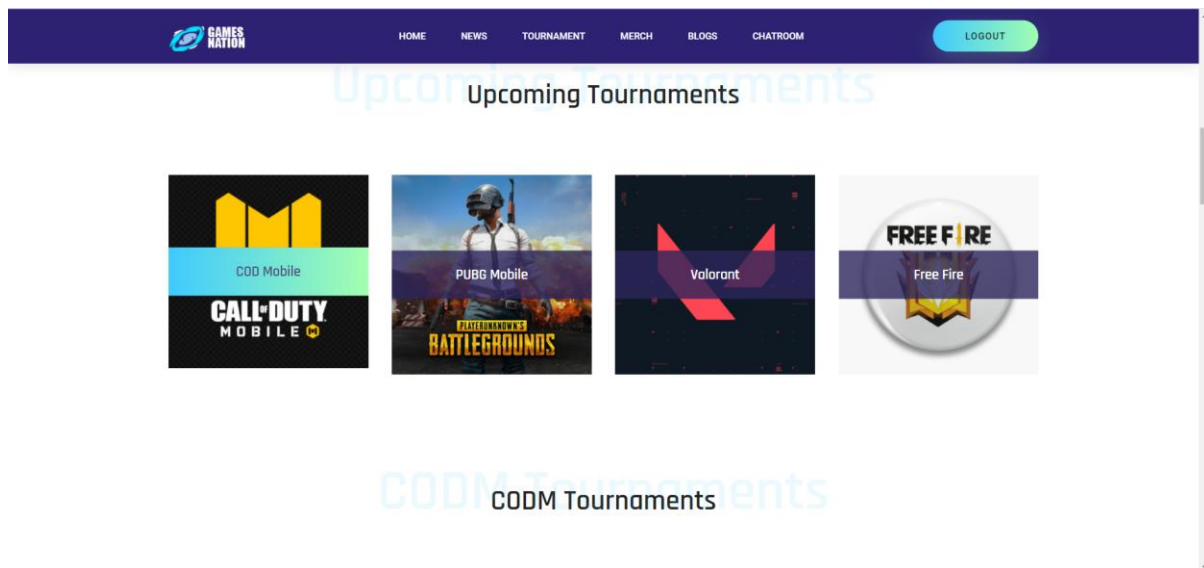Fig 5.6 News page

5) Tournaments Page:

Fig 5.7 Tournament Page
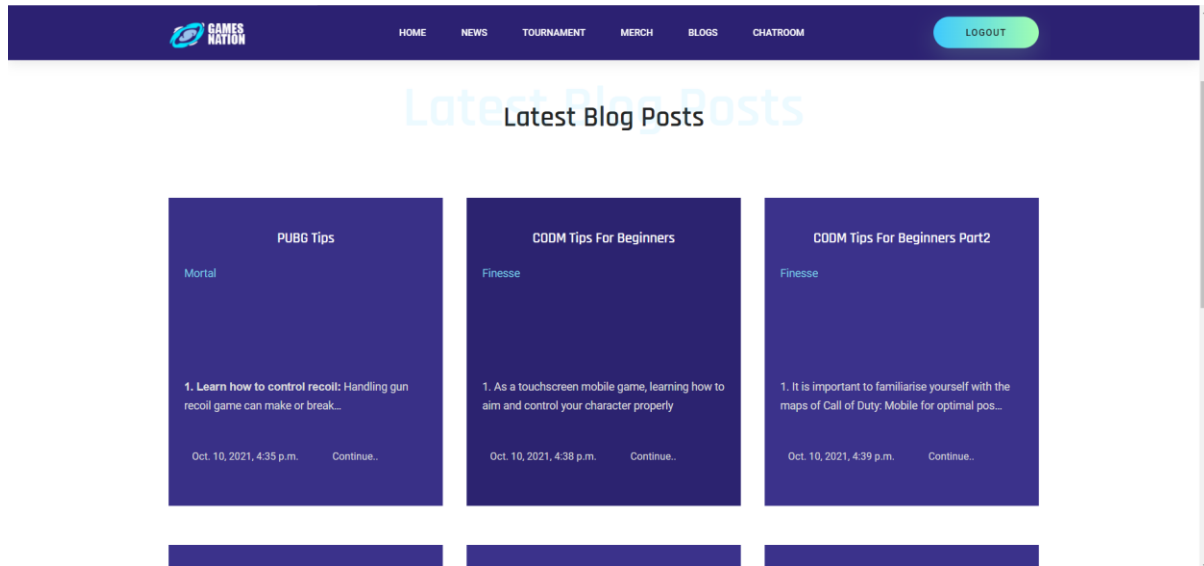
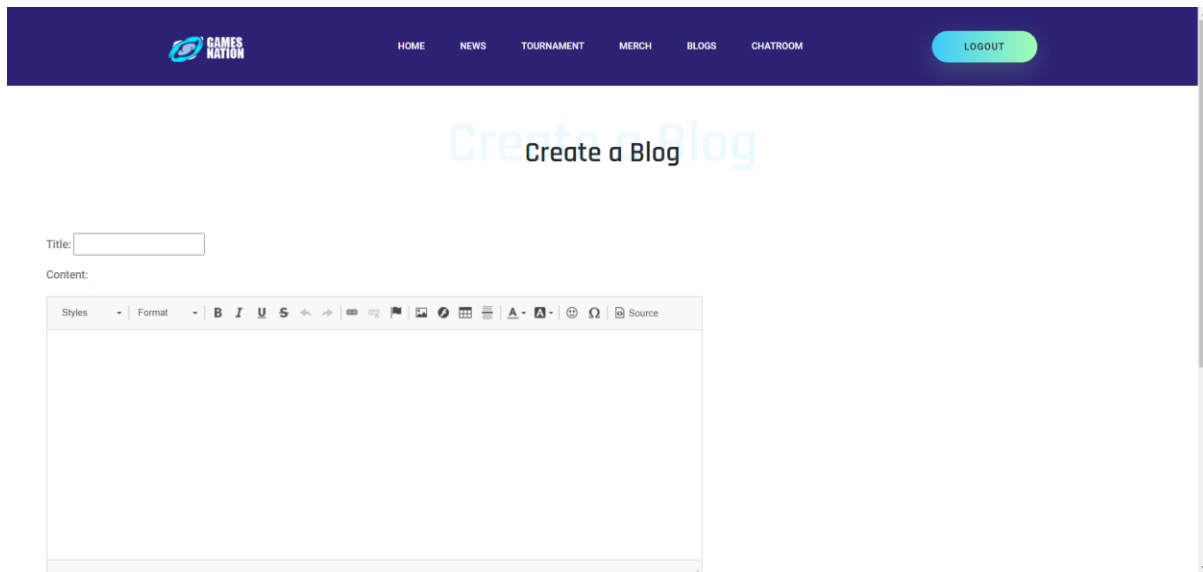**6) Blogs Page :**

Fig 5.8 Blogs Page

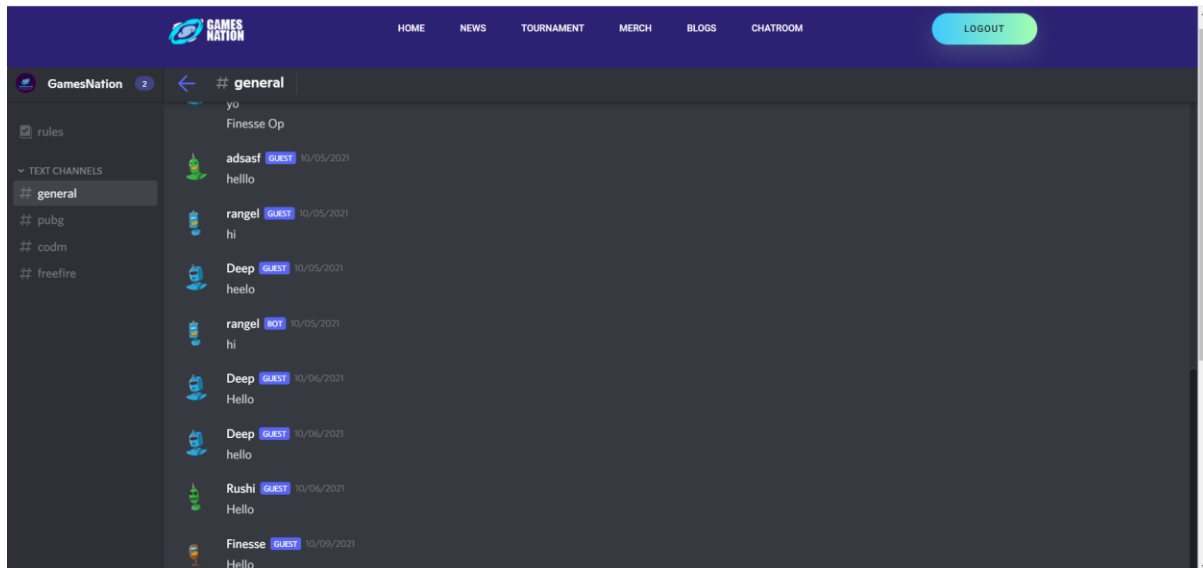Fig 5.9 Create a Blog Page

7) Chat room:

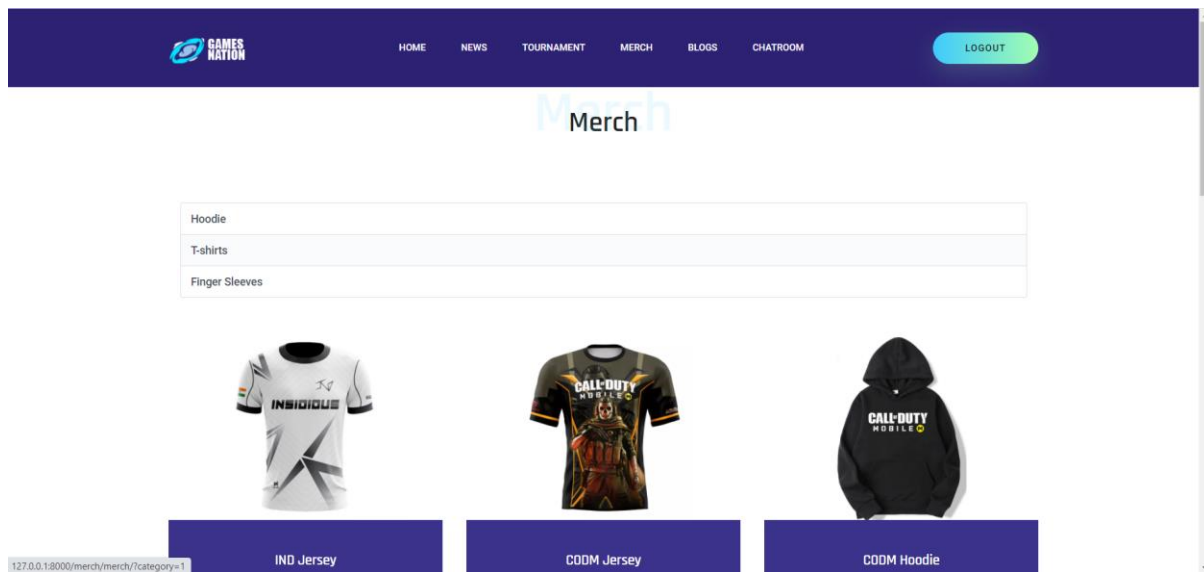

Fig 5.10 Chat Room
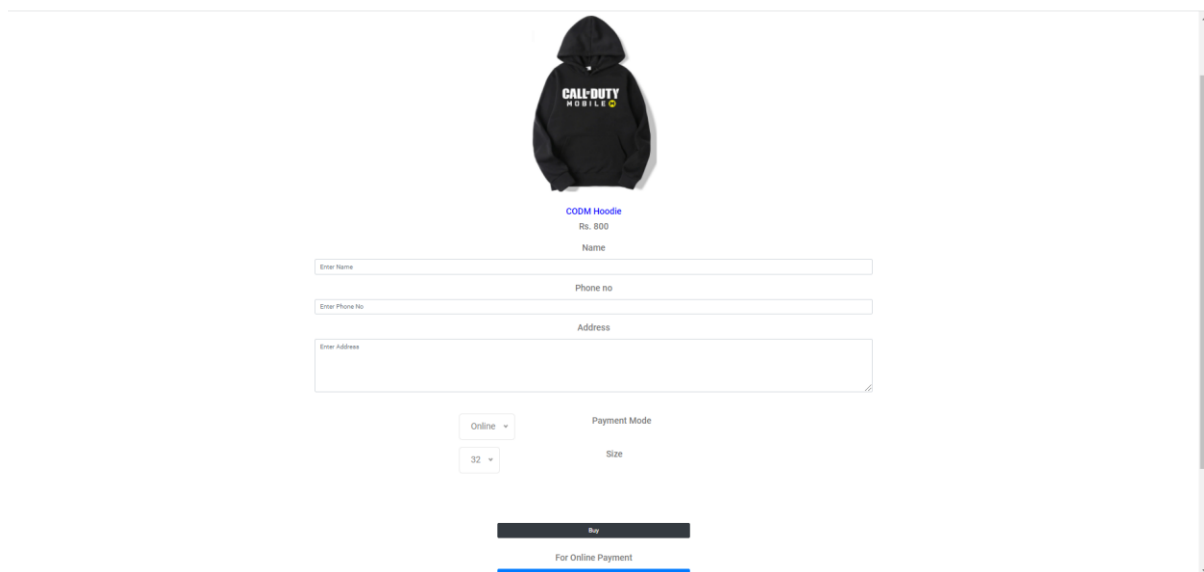
8) Merch Store:

Fig 5.11 Merchandise Store

Fig 5.12 Merchandise Store Buy now Page

9) Payment gateway

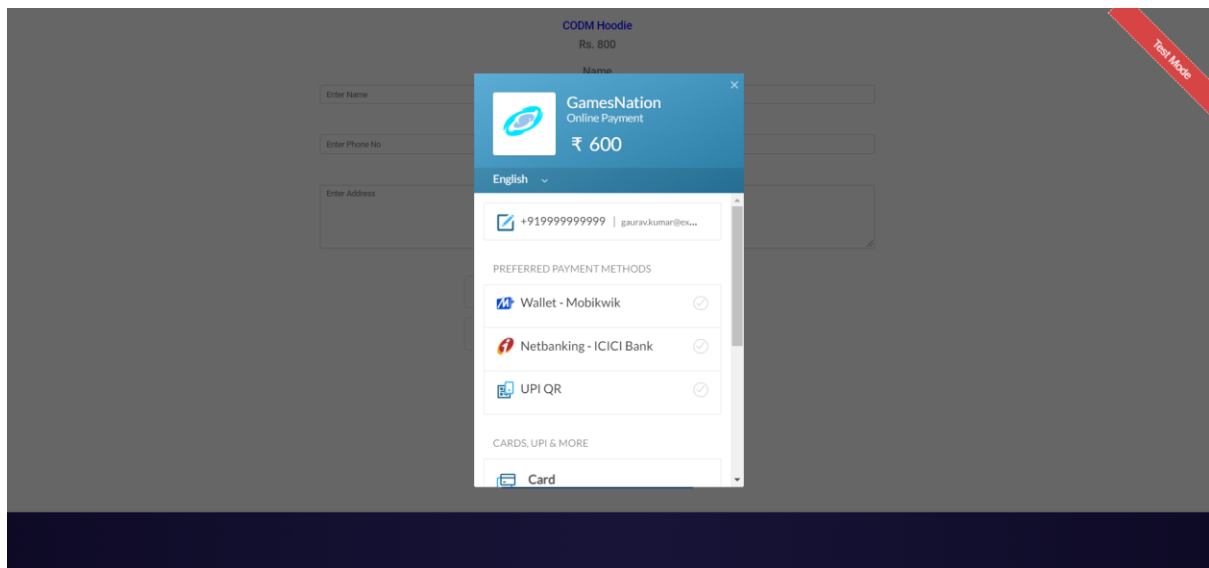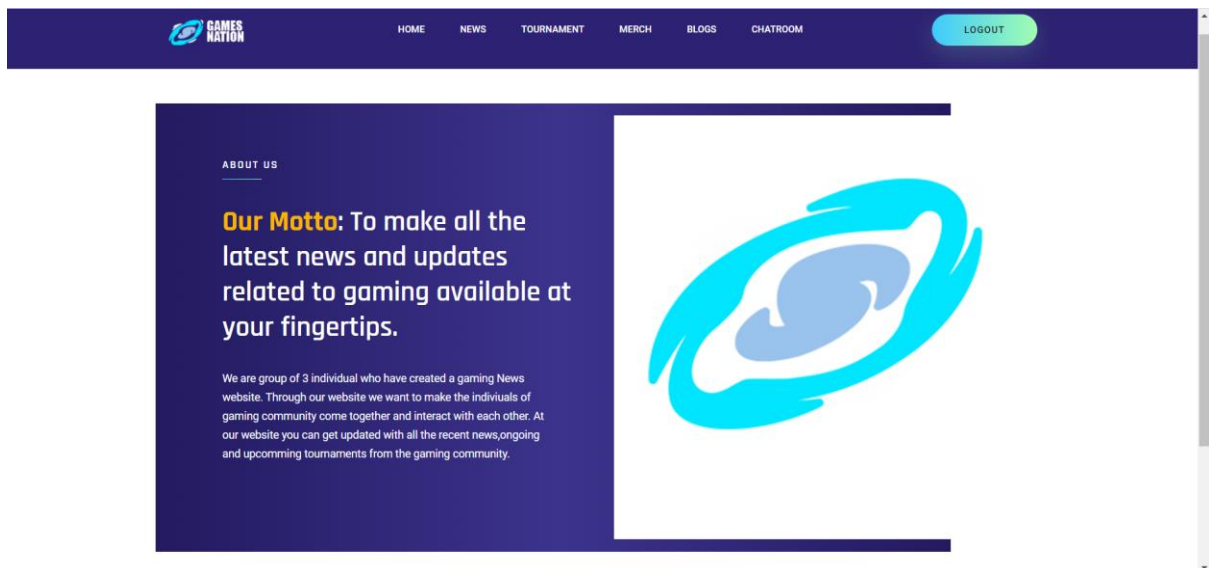Fig 5.13 Payment gateway

10) About us

Fig 5.14 About Us

11) Contact us

Fig 5.15 Contact Us

Chapter 6
Conclusion

To conclude this report, this is a beginning to identify the new growing market of young player from school and colleges and India is having maximum younger generation in the world. The potential customer to the gaming industry is very energetic and putting their time to play the games on their smartphone devices. As there is continuous increase in the gaming industry and the potential customers in India and it is becoming the one of the biggest market in the world in this multi-million dollar gaming industry. Due to the high gaming titles available and there are multiple choices available for the gamers the traditional brands like Dettol, ITC, Gems, and many others are using the platform to show native in-game ads and pumping a large amount of money to this industry

The influencing factors for the people to play games on the mobiles they opt the options like, new smartphones with better features, improved internet connectivity, Freemium games, number of gaming titles are increasing with improved graphics and quality. People are playing games whenever they are free, smartphones are giving freedom of mobility and due to improved internet connectivity and introductory "FREE" 4G Internet from Reliance Jio has also boosted the Internet usage on mobile devices that includes the free gaming and movie downloads.

We felt the need to create a website for gaming community to fulfill their needs. So we created a website which consist of almost all the features required by a gamer.

References

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