

Module Name : Web Development

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Project Proposal: NextGen Gaming Hub (Small Esports business Center)

1. Business Overview.

Business Name: NextGen Gaming Hub

Industry: Entertainment & Esports

Concept: A premium gaming lounge offering high-end PCs, console setups, tournaments, and tech workshops for gamers of all ages.

Target Audience:

- Casual Gamers – Friends looking for a fun hangout spot.
- Competitive Players – Esports enthusiasts looking to play tournaments.
- Parents – Families interested in safe, supervised gaming.
- Corporate Groups – Team-building events and LAN parties.

Unique Selling Points:

- High-performance gaming rigs (high end pc's and consoles).
- Weekly tournaments with cash prizes and sponsorships.
- Tech workshops (streaming set ups, PC building).
- Café serving snacks and energy drinks.

2. Website Goals & Objectives.

Primary Goals:

- Drive Bookings – Increase hourly lounge rentals and event sign-ups.
- Boost Tournament Participation – Attract competitive gamers.
- Promote Memberships – Sell monthly passes for regular visitors.

Secondary Objectives:

- Showcase facility services (gaming setups, VR stations).
- Build a community through Discord integration and forums.
- Monetize through merch sales (branded hoodies, mousepads).

3. Website Features & Functionality.

Core Pages:

- Homepage – Hero video of the lounge, featured events, and "Book Now" CTA.
- Facilities – Gallery of gaming stations (PC, console, VR), café menu.
- Tournaments – Schedule, rules, prize pools, registration.
- Workshops – PC building classes, streaming 101 sessions.
- Events – Birthday parties, corporate bookings.
- Merch Store – Branded apparel/accessories (Shopify integration).
- Blog – "Tips to Rank Up in Valorant," "Best Streaming Gear."

Key Functionality:

- Online Booking System – Reserve stations by date/time.
- Tournament Brackets – Automated sign-ups and standings.
- Membership Portal – Account management, rewards points.
- Live Stream Embed – Twitch feed of ongoing tournaments.

4. Design & User Experience (UX).

Branding:

- Color Scheme – gaming vibe vibrant colors.
- Typography – Futuristic (Orbitron headings, Roboto text).
- Imagery – Glowing RGB setups, action shots of gamers.

UX Priorities:

- Instant Booking – Minimal clicks to reserve a station.
- Mobile-Friendly – 60% of users browse on phones.
- Event Highlights – Countdown timers for upcoming tournaments.

5. Technical Requirements.

Development Stack:

- Frontend: React.js (for interactive booking).
- Backend: Firebase (for real-time seat availability).
- Payments: Stripe, PayPal, local payment options.
- Hosting: AWS for scalability during peak traffic.

Integrations:

- Discord Bot – Auto-post tournament updates.
- Google Calendar – Sync bookings and events.

6. Timeline & Milestones.

PHASE	TASKS	DURATION
planning	Market research and competitor analysis	2 weeks
design	Mockups, branding and client approval	3 weeks
development	Core features and payment integration	6 weeks
testing	User trials and load testing	2 weeks
launch	Soft launch with promo discounts	1 week

Total Time: 14 weeks

7. Budget Estimate.

ITEMS	COST (RANDS)
Domain & Hosting	R3524
UI/UX Design	R17620
Development	R61672
Payment Gateway Setup	R5286
Marketing (Ads)	R17620
Contingency (10%)	R10572

Total = R116296

8. References.

- Games for Change (n.d.) Homepage. Available at: <https://www.gamesforchange.org/> (Accessed: 24 May 2024).
- Canva (n.d.) Homepage. Available at: <https://www.canva.com/> (Accessed: 24 May 2024).
- Discord (n.d.) Homepage. Available at: <https://discord.com/> (Accessed: 24 May 2024).
- Stack Up (n.d.) Homepage. Available at: <https://stackup.org/> (Accessed: 24 May 2024).

Conclusion

NextGen Gaming Hub's website will be the digital gateway to a thriving esports business, combining seamless bookings, tournament hype, and community growth. By blending entertainment with education, the hub will dominate the local gaming scene.

ACADEMIC HONESTY DECLARATION

Please complete the Academic Honesty Declaration below.

Please note that your assessment will not be marked, and you will receive 0% if you have not completed ALL aspects of this declaration.

Declaration

	SIGN
I have read the assessment rules provided in this declaration.	✓
This assessment is my own work.	✓
I have not copied any other student's work in this assessment.	✓
I have not uploaded the assessment question to any website or App offering assessment assistance.	✓
I have not downloaded my assessment response from a website.	✓
I have not used any AI tool without reviewing, re-writing, and re-working this information, and referencing any AI tools in my work.	✓
I have not shared this assessment with any other student.	✓
I have not presented the work of published sources as my own work.	✓
I have correctly cited all my sources of information.	✓
My referencing is technically correct, consistent, and congruent.	✓
I have acted in an academically honest way in this assessment.	✓