Project Design Document

A video game marketplace

Website Description: A video game marketplace that allows gamers to buy video games on different platforms such as PC, and consoles. The site offers video games at a cheaper price and with the same butter smooth transaction that you would get from official video game marketplace.

Intended Audience: According to an article called Gamer Demographics from 2022 by Milica Stojanovic, "The largest group are people aged from 18 to 34". So my target audiences are people that is aged from 18 to 34 that play video games on a daily basis and is looking to add more gaming experience under their belt.

Primary purpose: Unlike official video game marketplace such as Steam, Epic, EA, etc… This website will allow third party sellers to sell their game for their own profit, and in exchange for the buyers to strike a killer deal.

Site goals: With the current inflation in economy, official websites have increased the price by tenfold to maximize the profit from gamers. Not everyone is able to afford the price that is listed on those sites, especially students that doesn't work. So, this website is designed to give everyone a chance to play games that they like but can't afford the official price of said games.

USER ARCHETYPE

Name: Benjamin Dickinson

Age : 18

Lives in Queens

Preferred shooter games

Average 2 hours session per playtime

Doesn't work and is a student in local Highschool
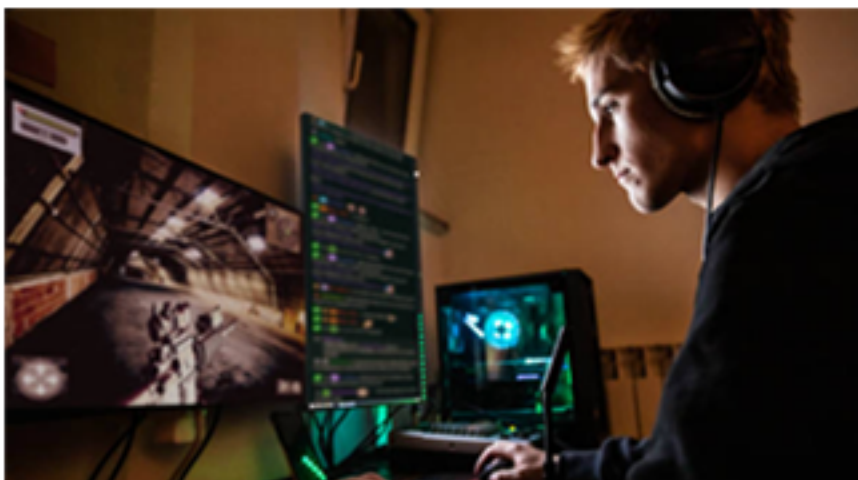

Name: Jasmine Lee

Age 23

Lives in Seoul, Korea

Preferred RPG, and MMOs games

Average 1.5 hours session per playtime

Fulltime student at local University, and a part time worker at a restaurant.

Name: William Stonks

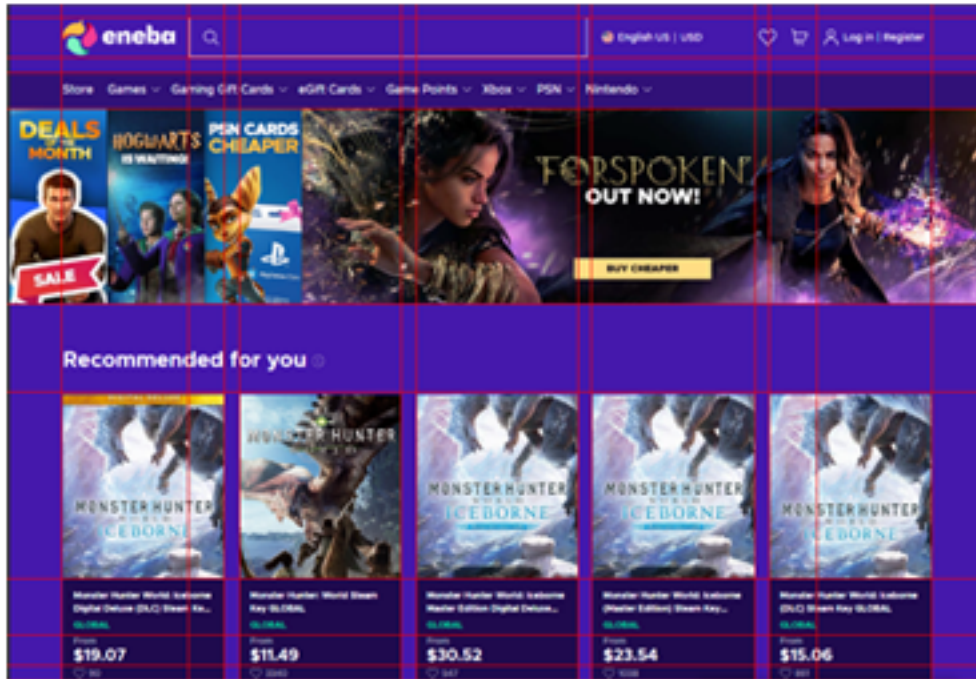Age: 29

Preferred shooter games and console games

Average 1.5 hours session per playtime

Father of two children

A freelance Designer that work from home

COMPETITIORS VISUAL AUDIT
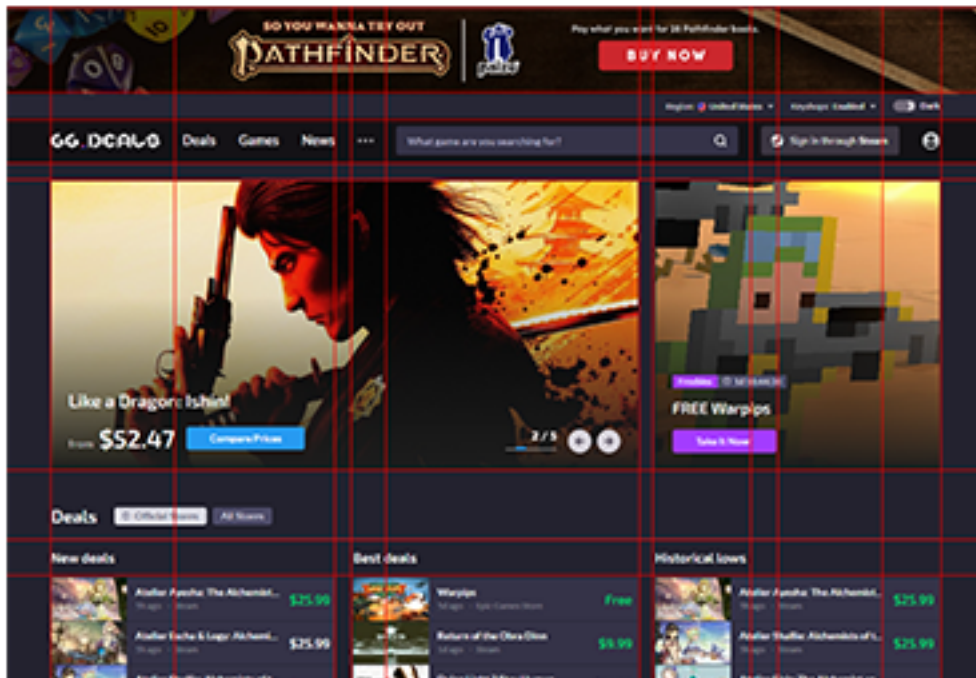

Website/Company name: **ENEBA**

Color Pallette: #4618ac;

#fff

Font: "metropolis",Arial,Helvetica,sans-serif.

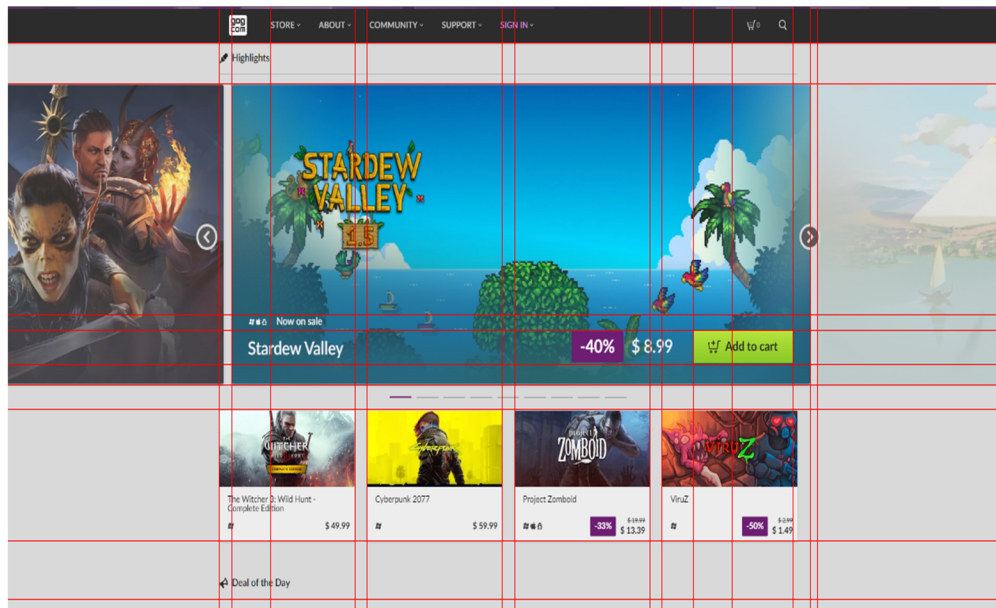Media: Embedded Image slideshow at main page, product covers on main page.

Website/Company name: **GG DEAL**

Color Pallette: #23222f;

#fff.

Font: Lato,Lato2,sans-serif

Media: Image transition, product covers and price listed on main page.

Website/Company name: **GOG**

Color palette: #d9d9d9;

#2C2C2C.

Font: Lato GOG Latin, sans- serif.

Media type: Image slideshow of product images with promotion and price button embedded for quick access and checkout