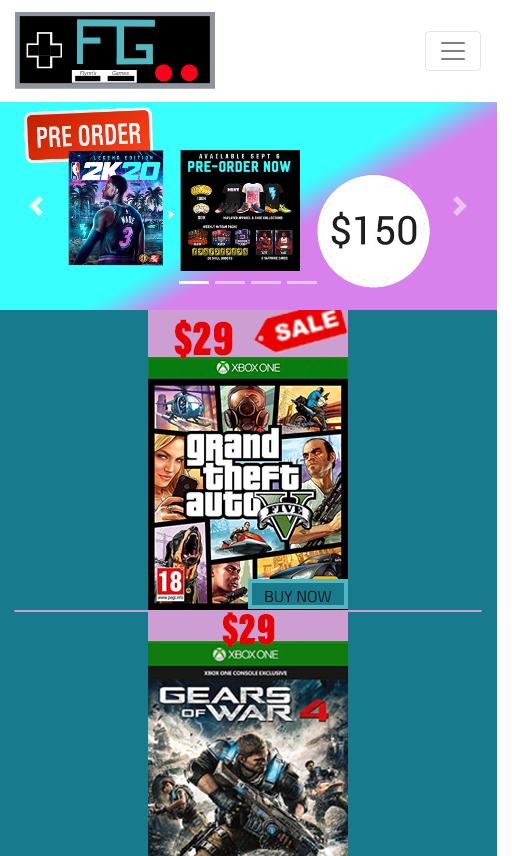
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Flynn’s Website

website

Austin spears | IST | 29/08/2019

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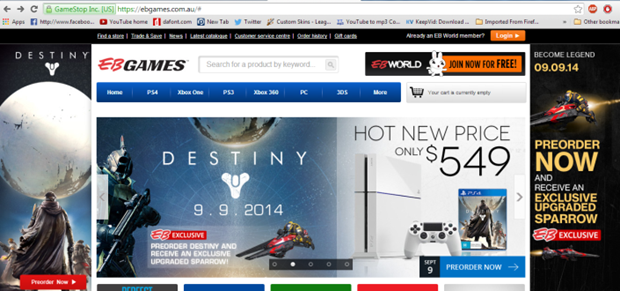
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Design Brief:

Flynn's Arcade has been slowly losing money as the trend for accessing video games has moved away from social 'video game arcades' to at home 'video game consoles' such as the Atari & Commadore 64. Flynn wants to reposition his business as a venue for selling new games and trading used games. Flynn wants you to design and create ‘alpha phase’ website that communicates his new business model.0

There are 6 criteria to create a good website:

* You need a navbar for the customer to find their way around to the different parts of your website
* Slider so you can advertise your products to show what you offer before scrolling
* Product section on the front page to show special deals that they may encounter to save them some money and they will buy more if you have good prices
* You will need a footer to finish the website page and this will complete the page so it will look like a traditional website
* You need to understand what the customers want to appeal to them and make sure they get what they want
* You need to understand what the owner would like to represent their business model and how they would like to show their business

I need to understand the companion’s website and their target demographic. The target audience for this web site is gamers mainly children but we also want to appeal to adults. This is a very difficult balance between the two because some parents might deem some things to inappropriate to show kids but we need to advertise to our 18+ costumers so we needed to rustic graphic content but advertise the games just by showing the game cover. Our competition is high profile companies that have loyal customers that swear by the company’s service, this is a tough market to corner because it is Easy to mess up peoples orders and they may not find what they are looking for. Our competition is EB Games, JB HI FI and Game Traders, these companies have built a reputation that is unmatched and will be hard to make people come to our website.

I need to try to appeal to the right people so we can get more customers. We are trying to portray a happy family friendly company that is happy to deal with any complaints or criticisms that people would chose to give us. We will try to make the business better any way we can and would love for people to give use rating good or bad and if it is bad we will attempt to improve upon what we have already created. We are trying to set a tone that everyone will enjoy and agree with so we can diversify our targeted customers, if we can diversify our customers we can make more money therefore gaining our credibility in the industry of gaming. If we want to dominate the gaming industry we need to seem relatable and use social media as a tool to promote our business. Using social media as a promoting tool is a huge asset for a small companies and even large corporations, you can use social media so spread you slogan or logo so when they see and advertisement for you company they will remember it. If you advertise through a social media site you can be associated with peoples everyday life and make your company easy to remember/well known in the gaming community’s. If we become well known in the gaming community we will build a reputation we will get loyal customers and they will keep coming back from more products, they could also tell others about our cheap prices.

Area of Investigation:

The are many types of website tools I could have used such as Wix which is an easy program to use because it is a drag and drop program that makes it simple to use for an everyday person. The inter face for Wix is easy to understand which makes it an amazing choice of program to use to make a website, but you do have to pay a monthly subscription which is not amazing because you many only be making a website once and will never need it again. Wix supplies you with templates and all of the templates are customizable so that you can make it how you want. You can add sliders, product windows, navbars and pop ups for when you first open the site. Wix already have a logo maker for your website so you can make an attractive logo that will represent your website and what your business is about.

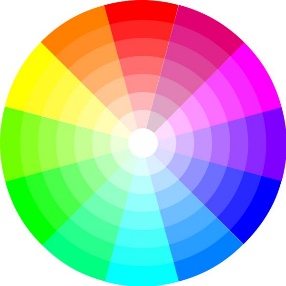
Duda is a program that makes it easy to produce a website with a team or just for yourself and your small business. Duda is another program that is drag and drop, this is as simple as Wix in the way that you need to import your own images in to the program so you can use it on the selected part of the website such as the slider or product windows. You can select what you want to change and you can put a comment on it, then people working on the project will see it. If more than one person can work on it you can perfect this website and make it as good as possible because you have many opinions.

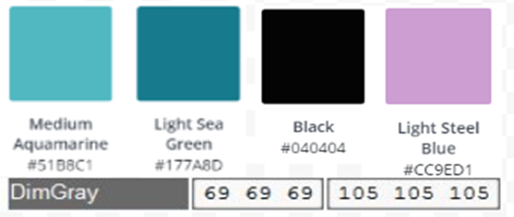
Squarespace is another type of website designer that promises to make it easier to create a website on your own and have amazing results. A lot like all of the website design tools they have a verity of templates that will help you through the proses of creating you website. Squarespace is more up to the user and you get less assistance from the program which makes it more unique to you and less like how the program would proffer it to looks. Squarespace not any different from other website design programs because it is drag and drop like most programs. The usability is good but some reviews say that it editor slows you down which is a problem because if you need to make your website fast you will have to wait from your constant saves. There will be no pop up ads when using this program no matter what plan you are on. The templates on this application are very flexible so you can get your desired website out of the program. Squarespace is also a cheap affordable option with many different levels of designer program which takes you design to another level. With each level of subscription more abilities are unlocked and more template you unlock which will make it easier to create an amazing website.

The boot strap program is a program that provides developers with code to create websites. Boot strap is an IDE (integrated development environment) this types of programs are useful for people that like to code, this program provides people with code that they can copy and paste into any website coding program to get the their chosen object. This helps people save time so they don’t have to type each individual letter of code to make their website look better and be more functional.

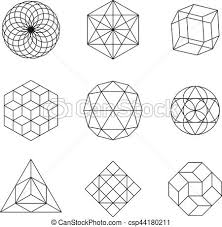
I used Notepad++ but it requires coding and you need to learn how to code so you can create a wire frame that you would want. Notepad++ is harder to use against Wix because it is no drag and drop like Wix. If you would like to use Notepad++ you should use boot strap because it makes it easier to create slider, navbars and all the little add on that will make a simple website to a great website. Boot strap will help with your web design a lot because of the simple instruction that they give; all you really have to do is copy the code then paste and then style it in style css to the size you want.

Flynn’s Design Athletic Research:

Sam Flynn has and atheistic that is based around neon colours, this makes his arcade glow with colour that catches the eye. Sam Flynn’s main color is black and blue because of the contrast at is created is more attractive than other colours. Flynn obviously likes computers and space because of the games that he has created such as Space Paranoids, Matrix Blaster, Vice Squad, Light Cycles, and Tron. This theme links in with colour choses because of the obsession with futuristic games he like bright neon colours and darkness to do with space. This was how I got the colour I did because they are unique but not good looking because I did not pick the right colour palette for this atheistic.

Flynn needed a logo as well as a web site so I had to create the logo that represented his business the best and that is the controller logo that I made. This project was a large task to take on because I had to start from scratch and create my own mood board that I though Flynn would like. The mood board that I created has basic colours that relate to the theme of the arcade, all the designs that I added to the website relate to gaming in a way or relate to Tron the move. This project was started to create all the necessary items you need to start a website such as a basic template and logo. The web site is basted off Tron. Tron the movie is based on an old game named Tron that was popular and the goal was to cut of the other person with your line of light, if you successful did that the other person lost a life and if you lost all three you would be eliminated.

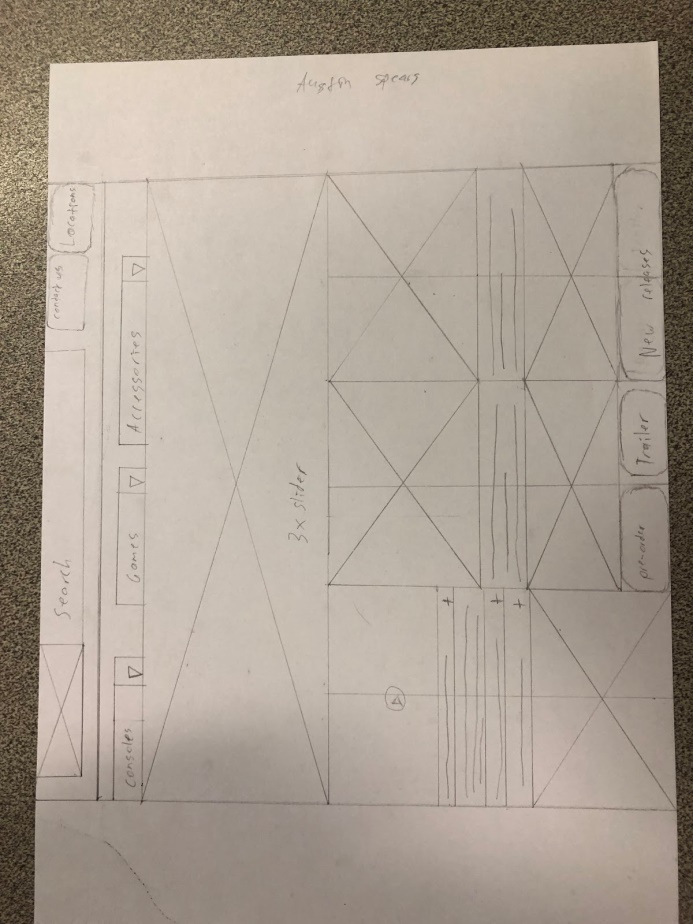
I have created a web site for Sam Flynn and his arcade business, the goal of creating this web site is to start to target the home gaming market. Sam Flynn is an arcade owner that always tries to expand the business and help his business get more people to trust it. Sam Flynn inherited his arcade form his father (Kevin Flynn) who was a very innovative person that loved to create new things and attempt to revolutionist the gaming industry. Sam Flynn is trying to sell product to everyone in the world, these products are games and gaming equipment, he is also promoting his arcade where people can come in to play old school games. Flynn’s goal is to create an easy to use service that anyone can use and enjoy; this is so he can get loyal customers that will keep coming back for more products.

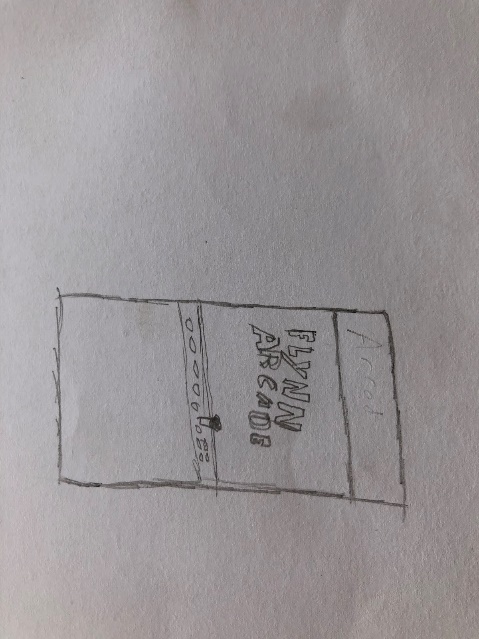
Sam Flynn has a lot of geometric sharps in his game design and this fits in with his whole atheistic which is the futuristic feel. The geometric shapes helped me design the logo for the website because it was more Sharpe jagged and straight lines, this is easy to make look good. With the logo design I used the bass of retro gaming at home with is an old Nintendo controller, this fits in the whole gaming aspect of Flynn’s Arcade and his games designing background. Gerometic shapes are found in nature such as in bees nests, the honey come forms a grouping of hexagons that looks athsticly pleasing to the human eye. This shapes are what makes the arcade look futureistic and this helps with the colour theme and also relates to the games like Space Invaders, Tron and galaga.

Data Communications Research:

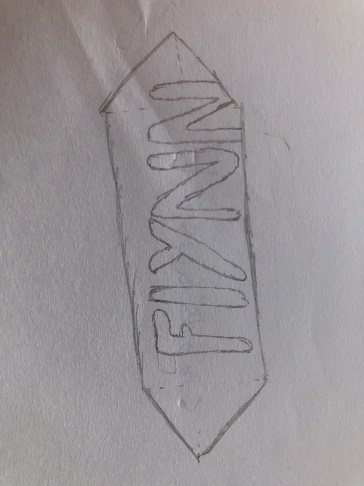
There are 5 basic parts to data communication, this 5 parts are the message, sender, reciver, medium, incoder and the decoder. The message is the data that you are trying to send to another place, this is what you need to do every other process to transfer the data. You will also need a sender for is address on the internet to be able to send the data, you need to be connected to the internet to be able to send this messages. The message is sent through a meduim which is the internet, this will end at the reciver that will decode the imformation coming through the medium. If there is no incoder and decoder the information will not pass theough the medium. The incoder changes the information so it can go through the medium easyer but if you do not have the decoder the other divice can not read the incoded information, this works the same way with the incoder, if you do not have an incoder the information can’t even leave the divice.  
  
With this in mind you could implament techniques in to designing your website that will make it easier to send the information to other people this can include making image sizes smaller or use different image files that make the package forthe image easier to incode and decode. Imagess are send in packages that are given specail code that tells the other side how to reasemble thei mage or text so it dose not have gumbiled up pixels.

Design sketches:

My orignal wireframe was a basic website that had one slider and all the product parts are below the slider. The first wire fram that I designed on paper did not become the real website because I under estimated how hard it would be to program a website to the exact spesifcations, I made my website a lot more basic than what I wanted it to be. The wireframe was also very basic, I have low expectations going into this project because I through I would have given up half way through. My second wireframe had more detail and this is what I attemted to use as my website but it got to hard so I didn’t end up using it. My wireframe had the product, navbar, slider, footer with a pop up when you went on the site but I skraped that idea. My website is build around the slider and how I tried to make it look the best. This is why I tried to make it the center of attention with bright colours and make it large so it is noticable. In my design there where many bottons but I did not know that it would be harder to program a botton to change its position on the website and the bottons says different things to what it dose in the final product.

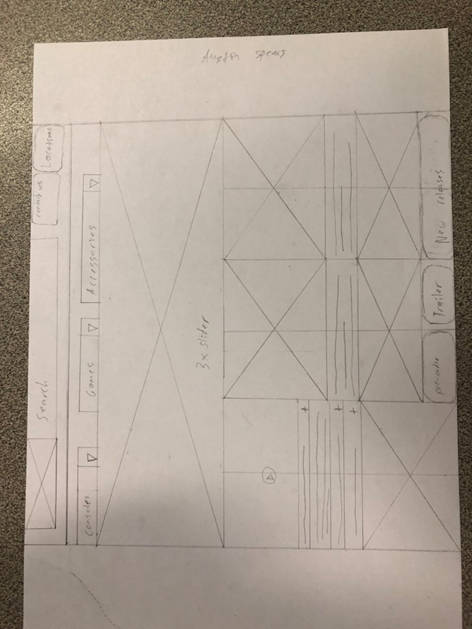
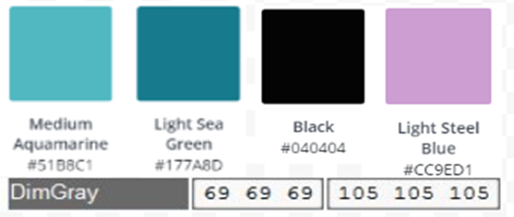


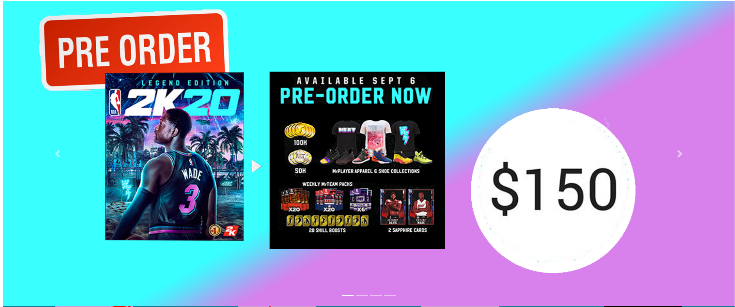
The website wireframe is split up into 12 different columns this helps you to center different items on your website. The 12 columns are a gide for thr design to put different items in them so it is more precise with the changes. The logo that I created was originally a Gameboy that said flynn’s arcade in it, I designed this with retro gaming in mind and is was what I basied my final product off of. The gameboy logo was incomplete and was a rough sketch design before I scrapped it, this design was my lest favourit because of how basic it was.

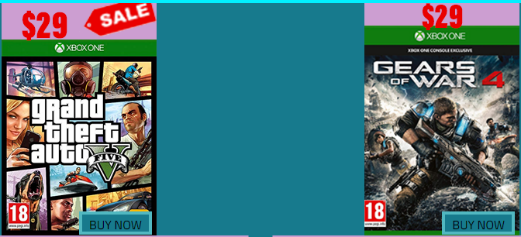


Another one of my logo designs was a geometic shape that said flynn on the inside, I believe this logo was not finisher because of how it just says hid=s name and not the name of the company. The geometic shape was uneaven and it is not lined up with the letters, because the shape is not lined up with the letters it makes the image look weird and not right. If nothing lines up it dose not look correct to the human eye so it is less appealing to look at therefore not attracting anyone, this can create bad business.

My final logo design is good for many reasons such as how it has the retro design that I wanted to achieve and I like the colours because it stands out from a basic logo that is just black and white. The retro nintendo controller shows the retro gaming aspect of the arcade but the home consol aspect as well. The nintendo is perfect for retro home gaming and also it has interesting colour also well as a basic shape so it made it easier to create the logo for the web site.  
Final concept design:

  
Design changes:

There have been many changes done to my website such as when my slider was beeing put in I used a slider that just shifted between the photos but then I put in a slider with controles and have bottons to switch between sliders with different images. The slider images also change a lot as the design went on because I descovered the text tool on photoshop whitch helped me write the prices on the product so it did not look weird but it still was out of place so I have left it. There have been multiple design changes that have derasticaly change the website such as the products. Thee products had many products but it now has less products and this makes it look less profectional, the changes makes my wireframe look very different because of the product layout. The website has four products that go in a row but my wireframe has the products in a configeration of four, one in each corner.

The origonal design had my products looking very different, the products orignaly where going to look profestional and had a proper price tag but bin the end I desided to focus on other things shuch as the slider. The products look very unprofestional because of the basic text on the pricing and how it is different for both images. The text for the price is misaligned this can create a a feeling of danger and it dose not look like you can trust it.

I wanted to have a good product section but ti turned out to be not the best and my sliders came out better than I expected. Because the sliders where better than I thought they would be I ended up focusing on the slider because of how proud of it I was, this caused a problem with me focusing on all the other featurs of the website. The other featurs of the site are not great but they do their job, the icons are what I love about the site because they look better than the standard hyperlink, instead of a hyperlink for a phone number I put an icon of a phone and same with the e-mail, the e-mail is a pictur of a letter. This makes it easier to understand and people from all over the world will be able to understand than an English word created as a hyperlink.

Evaluation:

My website does not look very good because of how I designed it and it did not have much through go into it. My website looks like a scam site because of how unprofessional it looks. The reason it looks unprofessional is because of the colour pallet it looks like there is no though put into the colour pallet because of how the colours don’t correlate with each other. The job of my products don’t look the best and not the most trust worthy website design. The website design makes the site look cheaply made and like there is no enough put in because I did not know what I really wanted at first and this made the design look like I did not do enough.

My design is not very unquiet because of the generic website feel of just a navbar, slider, footer and products. The website layout is so similar to all website layouts that it does not look unique in anyway and it does not help the viewer remember the site as a good site. My site has a very different feel to it than some sites because of how bad it looks on the outside and how it does not look trust worthy at all. If I visited this website I would leave Immediately because it look like a scam site and how it works seems very shady because it operates very different from professional websites.

I did not devote enough time into thinking about my design and just went straight into making my site when I really should have though it through by taking time out of my day to sketch more designs than 2. I believe if I did this my site would have come out better than what it is now which is still not great but better. My site has many problems with it like the e-mail link not working and the buttons are not able to work. If I gave a person money to create a website and they handed me this I would not be satisfied with the work and try to get them to fix it so it looks at least presentable. I believe my website is really bad and I should of put more time into it but I did not and I focused on the portfolio, I also was stressing out over the folio. This affected my site because of me trying to rush to the portfolio, I did the sliders for a long time but they turned out bad and I needed to do a simpler design with an easy to read font for the pricing.

So I personally believe that my site is not the best and It could better if I put my mind to it. The only problem with it is how basic it is, there are many features to my website that makes it look like a scam such as the weird product designs with the random price tags placed on the game image. The website I created is not good for much and is not the best at advertising the arcade that I should be advertising, the only thing I am proud of in my website design is when I created the logo, and the logo is the best part of my website. I like the design of the logo and how it represents retro gaming at home and that is what Flynn’s arcade is about retro gaming, and home gaming.

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