

# Process and Design:

## Defining the Product:

The problem I am attempting to solve with this site is that the Rhode Island Competitive Super Smash Bros scene, which I am a part of, lacks a way to easily convey information about tournaments, events, and the scene at large at the current moment. My product is the website itself, which will be a place for information about the Rhode Island Super Smash Bros scene. It will be an information hub/promotional website so that tournament organizers can promote their events and people can find information about our scene without already having to know where to look. My mission is to promote the Rhode Island Super Smash Bros scene to anyone interested, in order to grow our grassroots esports community.

## Target Audience:

The majority of people in the RI Super Smash Bros community are young adults, however we have players that range from ages 16 to 30, so the site's target audience will likely be the same, but it is not restricted to this. Anyone is welcome to join our events, I've competed alongside people as young as 12 and as old as their mid 40s. There's about a 65-35 split between men and women, although this varies per event as well. Our visitors will likely live in Rhode Island, or the greater southern New England area, but they could technically be from anywhere if a smash player plans on visiting RI and wants to attend a tournament while they're here. Where around this area they live doesn't really matter. Our community, and likely the people who will be visiting my site, encompass a wide range of people, from high school students with no bills, to broke college kids, to adults working full time 6 figure salaried jobs. Some are married while others are way too young for that. The majority of people likely use the internet a lot (as most gamers do), but the goal is for the site to be easy to find even if people do not know about our scene because of social media or anything. Most access the web using their smartphone, or a laptop/PC. Below is a chart of theoretical visitors, their demographic information, and reason for visiting the site:

name	sex	age	location	occupation	income	Web use	Reason for visiting
John	male	23	RI	Electrical engineer	\$100k	frequent	Someone new who moved to the area is looking for video game events to attend in Rhode Island
Julie	female	24	RI	Teacher / local artist	\$70k	frequent	Local artist looking for an event to partner with to set up a booth and sell their work
Timmy	male	14	RI	High school student	\$0	limited	High school student who likes Smash Bros and is wondering if there are any tournaments near him searches "rhode island smash bros"

## Website Requirements:

The primary purpose of this site is to promote the RI Super Smash Bros competitive community and our events, with the most important action they can take being to sign up for tournaments and events! In terms of content and features here is what is currently planned for the site:

- Home page: welcome info and overview, links to social media pages, youtube and twitch channels
- Calendar: shows what events are scheduled for what day, and links to their bracket pages to sign up
- Event overview: brief rundown of certain weekly events including location, schedule, contact information for tournament organizers, etc
- Raking page: a page with information on the current top 10 power ranking for the state, the requirements, and panel information
- Add event page (could be part of the calendar): a page for local tournament organizers to add their own events to the calendar

As for a homepage highlight, I'm thinking of having a slideshow of pictures from our events, as it would really add to the community hub feel we're going for. I don't really have any sites that I'm basing this off of, I kind of just have a general image in my brain of what I think it will look like. The overall style should be a mix of playful and professional, with colors that reflect the lighthearted nature of the game but professional enough for people to find the information they want quickly and easily. As this page is aiming to get more people into the local scene, I want it to feel comfortable and

welcoming, as if the page itself is inviting you to join our community. In terms of colors, I'm thinking navy blue, white and yellow, like the RI state flag, and for fonts something striking and eye-catching but still easy to read.

## Design & Prototyping:

To streamline development, I'm planning on an Agile SDLC, as I've worked with that structure before and it worked pretty well for me. I am going to iteratively add features one at a time until the site is fully functional, then if I have time I will add more fun stuff at the end. Below is a rough timeline of phases and milestones, although depending on how future assignments are laid out, it may be tweaked to better fit the course:

- Week 1: Home Page
- Week 2: Calendar Page
- Week 3: Add Event Page
- Week 4: Weekly Page
- Week 5: Ranking Page
- Past week 5: anything else I come up with

## Logo

We already have a logo for the Rhode Island Smash scene, based off of the Rhode Island State Flag as seen on the Twitter account, however, it doesn't have the full name, nor is it on a transparent background, so I have tweaked it slightly. I am going to need to edit them slightly depending on their size, as below the text is a little hard to read, but unfortunately I hit my Pixlr X free download limit for the day :( Below are 2 versions:

Transparent:

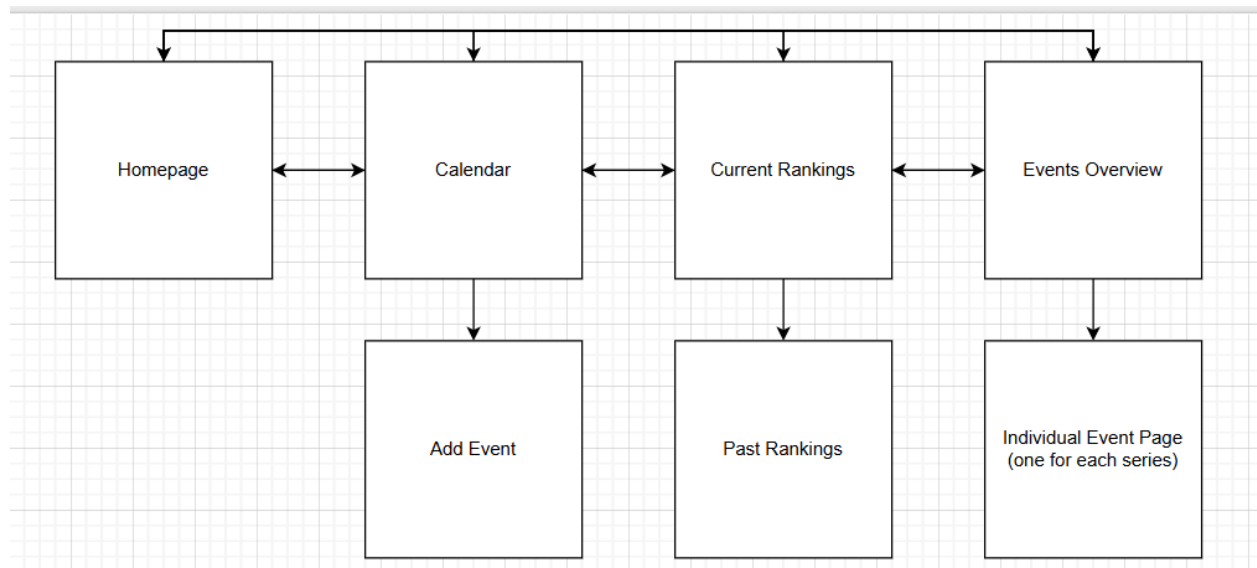


Full Flag Logo:



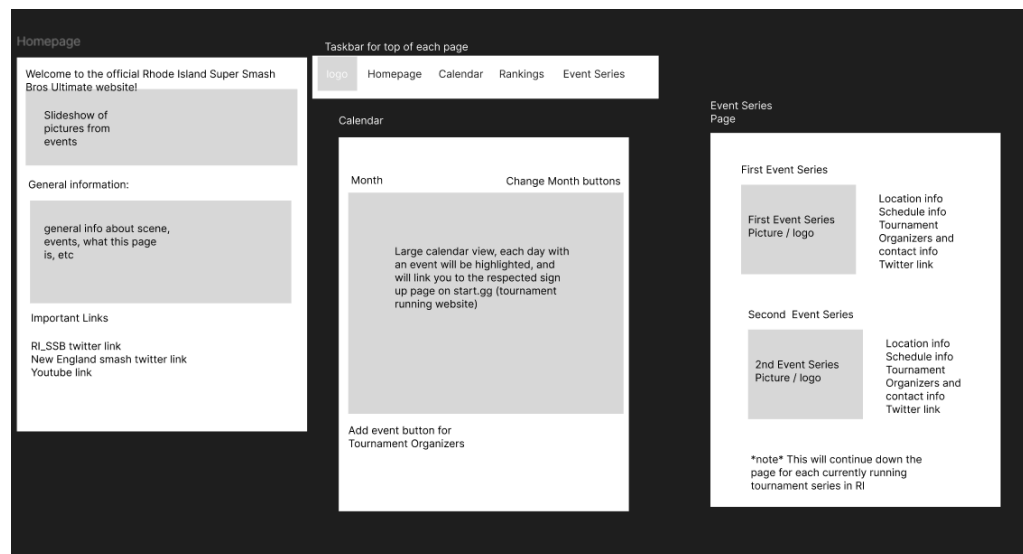
## Site Map:

The main pages will all be accessible through a taskbar at the top of the page, and the sub pages will be accessible through their related main page. Map seen below:



## Wireframes:

These wireframes for the homepage, calendar, event series page, and task bar were all made using Figma. Colors and fonts will be chosen later.



## Accessibility:

I don't plan on including any auditory components on the site, so hearing impaired users will be able to use it just fine. I will attempt to make sure it is navigable without a mouse using things like the tab and enter keys. Playing around with settings like those recommended in this week's supplementary article, like turning off images, viewing the site in high contrast mode, etc. I also plan on using Google Lighthouse to audit my site and review its accessibility.