**Content Requirements:** For the mobile version of my site I will need a hamburger menu, overlays, modals, photo gallery’s, maps, a calendar and forms. On the desktop version I will need photo gallery’s, modals, sidebars, calendars, forms and maps. The site will feature a homepage, a store front, and an events page.

**Functionality Requirements:** My website will allow users to buy and sell cards. The goal is to make it easy as possible to make a cart and checkout. Users can also view events hosted by the store.

**Competitors:** The big competitors in the magic the gathering market place are TCGPlayer, Channel Fireball, StarCity Games, Card Kingdom, CoolStuffINC., TrollandToad, etc. In my research I found that a good number of sites focused on selling magic the gathering cards suffer from being confusing to navigate or have a very bland/outdated look to them. Some of them aren’t even updated with current news correctly. TCGPlayer is a good example in my opinion of how a store page should look. On TCGPlayer it is very easy to look for what you need, and have it ordered quickly. However, TCGPlayer is an online store only and that is where their main focus is.

**Cost:** The main cost to run the site come from the domain name, the product, web hosting, SSL certificate, payment gateway and shipping extensions.

Domain Name: $5-$20 per year

SSL: $49-$94 per year

Shipping Extensions: $79-$199

Other Extensions: $79-$199