

# Site Plan – Web Design

## 1) General Information – just the basics

Your Hosting Service: GitHub

Your Website Idea: Convert Video Game Disc to Digital Downloads

Service or product that will be sold: We receive the games and send person code to download game digitally on platform

Proposed topics (at least three but you can list more) that your website will cover

1. **Game discs that can be traded in**
2. **Digital games for purchase**
3. **Ongoing discounts of digital games from companies like, Microsoft, Sony, Steam (etc.)**

Current URL (or desired URL): [www.d2d.com](http://www.d2d.com) (disc to digital)

## 2) Who?

Who is your customer/target audience? Describe your target audience (age range, education level...)

My target audience is mostly going to be the age range of those who play video games, so about 12-25 years old. They are the people who love to play games and buy games for others.

## 3) Value

Why do your customers need you? What is your most important benefit (to the customer not you)?

I want the customer to have the ability to send me their games in order to receive their game on their platform to keep them on their accounts. I also want to add the functionality to send games on one platform to receive the code on a different platform.

What do you offer that is different from your competition?

I don't think there is a service like the one I am trying to set up, but I believe it will give people an advantage over other places to buy games because they can send in games for digital points and use them to buy other new digital games.

How do(will) customers use your site? What are their goals?  
They can use my site to see what games can be purchased, what games can be traded for digital codes and available offers and discounts on digital games across all platforms.

#### 4) Perception

What do you want to project about your company, your department, your project?

I want people to see that we are an honest game company that provides a better opportunity to make the experience of buying and upgrading consoles easier

List adjectives describing how you want visitors to perceive your website.

Sleek, Easy, Simplistic, Modern, Trustworthy, Unique.

List URLs of sites you like. What do you like about these sites?

<https://www.xbox.com/en-us> I like the Xbox website because it is a clean and easy way to find what you are looking for along with their ability to advertise their deals and games really well with pictures.

<https://www.cdkeys.com/> I buy games from them a lot and it is easy to find the game and platforms on their website. I feel combining that with Microsoft's sleekness would really improve their business.

<http://eqctech.com/> This is my girlfriend's Dad's website and I love the way it is laid out along with the awesome CSS.

#### 5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?

I will have to write the new content because I haven't found a service that does what I am trying to do, but using examples from websites like cdkeys and Microsoft for reference of layout and text of digital games.

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?

No I want to see if I can create my own with photoshop and illustrator.

#### 6) Technology

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.

I am not sure what I will need to use specifically but probably codecs to do videos and such.

Any required database functionality (dynamic content generation, personalization, login...)?

I will need to have a system for users to login and register to save games with us.

Need for secured transactions? (like online shopping)

I will need to secure transactions for those who wish to buy games directly from us.

Any additional programming requirements? (like search functionality)

I will need to have a search function but at the moment not sure what else.

## **7) Marketing**

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?

We would try to use words that people would search when it comes to video games. Like: games, xbox, playstation, deals, steam, pc, digital, trade, disc.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.

As of now I am not sure how to promote it.

## **8) Updating**

How do you plan to keep the content on the site current and updated?

I will try to add more games monthly to ensure we are giving a wide variety along with the ability for people to trade more games from more diverse platforms.

How often should content change on your site?

Monthly

Who is responsible for updating and providing content?

Our team needs to watch and add new games as they become available on the

different platforms.

What software will they use to keep the site updated?

Updating the database of games, not sure of what software.