# Ralph Mega’s Game Store

## Design a website for the following scenario:

## Client Needs

Ralph Mega has a chain of video games stores, ranging from 80’s classics on cassette to the latest streaming games, and everything in between. However, this is costly and he wants to go only online. He intends that physical games will be shipped (eg Cassettes), streaming are sold on a pay per month basis. Shoppers will be encouraged to sign up to a loyalty scheme which automatically gives them 10% off all purchases. Details of shoppers will be stored, and sold on to 3rd party vendors who will use the data for marketing and targeting their own shoppers.

### Research and written Task

Find at least 2 examples of professional websites.

A screenshot of a video game store

Description automatically generated

A screenshot of a video game

Description automatically generated

Explain the use of:

* Use of fonts

In the CEX website, the font is a sans serif font, which improves the legibility of the site. It also is in a directly contrasting colour to the background (EG white on the coloured backgrounds and black text within the white background). This draws the attention to the text itself, which will improve sales.

This contrasting font style is also mirrored in the simply games website, further drawing in the attention of customers and leading to a higher rate of sale.

* Use of white space

CEX effectively uses white space to draw the customers attention into the banner media displayed at the top of the page. Simply games borders their website with white space, which draws the customers attention to the products in the middle of the page.

* Navigation

Both sites utilise a navigation bar at the top of the page to allow the customer to navigate between different subsections of the website. This effectively allows them to separate different product pages based on the needs of the user; eg a GPU section, a shooter games section and an open world games section.

* Intuitiveness

Both sites can be argued to be very intuitive, the effective labelling of sections allows the user to easily see where they need to go for their needs, while the picture previews for each product easily allows the customer to find what they’re looking for, even if they don’t know the name.

* + Target audience needs (are these people looking for:

Quality?

Value For Money?

Ease of buying?

CEX has a very niche market for its target audience. Due to the nature of second hand reselling of products, the target audience will want a good value for money with their purchases. This is shown through the big banner with the slogan ‘Play More, Pay Less’. The site shows pictures of products showing them to be of high quality for the price that you pay, although as a second hand retailer some imperfections are to be expected.

Whereas, SimplyGames just sells online copies of videogames, so their main appeal to the customer is the ease at which they can be bought. The site shows the prices underneath pictures of the product, with a button to buy it now. This streamlines the buying process, making it more efficient and increasing sales.

## Design Task part 1

### Page Layout

You should identify and sketch things like:

* How many pages 4 or 5 pages?
  + Index, Retro? Streaming? Loyalty?, Other?
* Page content

Index page = Big title, single focus image, contact details, policies?

Retro page – Different style to the rest of the pages?

Loyalty – JS form?

Number of Pages: 4 pages

* Index
* Retro
* Streaming
* Loyalty

Page Content:

Index Page:

Big title: "Ralph Mega's Online Gaming Emporium"

Single focus image: A collage of classic and modern video game characters

Contact details: Email address, phone number, and a contact form for inquiries

Policies: Links to privacy policy, terms of service, and shipping/returns policy

Retro Page:

Different style: A retro-themed layout with pixel art graphics and fonts reminiscent of classic video games

Product listings: Cassettes and other physical retro games available for purchase

Product details: Descriptions, images, and prices for each retro game

Add to cart buttons: Allow users to add items to their shopping cart for purchase

Shipping options: Information on shipping methods and costs for physical items

Streaming Page:

Modern layout: Sleek design with high-quality images and modern typography

Subscription options: Details of different streaming plans available (e.g., monthly, yearly)

Pricing: Clear pricing information for each subscription plan

Sign-up buttons: buttons for users to subscribe to streaming services

Benefits: Highlight the advantages of streaming, such as instant access to a vast library of games

Loyalty Page:

JavaScript form: A form for users to sign up for the loyalty scheme, collecting their name, email address, and preferences

Loyalty benefits: Explanation of the perks of joining the loyalty scheme, such as 10% off all purchases

### Principles of website design features

Write down what you are planning to use for:

* Use of CSS -

Main title = different fonts for different pages:

Index Page - Roboto Condensed  
Retro Page - Press Start 2P  
Streaming Page - Roboto Condensed  
Loyalty Page - Roboto Condensed

Normal text: lato

Nav bar = banner across the top of the screen

Etc...

* Describe what your JS will be for interaction – eg 10% off any transactions (this only needs to simulate on screen the outcome)
* Explain how well this will meet the ‘attractive to customers’ instruction
* What Principles of website design features you will use (see Learning Objective A Principles of website design in the spec on P81).
* Who is your target market?
* How will your design principles allow you to develop the consistent theme with different areas for different targets?
* How might your proposed use of CSS enable upgrades in the future (think of whether the file is linked or embedded).

## Client needs

You should describe at least 15 things that you are going to include to make the website work for the client (the 15 can include sub requirements). This will allow you to analyse and compare and evaluate your website.

**Index Page:**

* Title: "Ralph Mega's Online Gaming Emporium"
* Image: Collage of classic and modern video game characters
* Contact Details: Email, phone number, contact form

**Retro Page:**

* Style: Retro-themed layout with pixel art graphics and fonts
* Product Listings: Physical retro games (cassettes, etc.)
* Details: Descriptions, images, prices for each game
* Cart Buttons: Add items to shopping cart
* Shipping: Information on methods and costs

**Streaming Page:**

* Layout: Modern design with high-quality images and typography
* Subscription Options: Details of plans (monthly, yearly)
* Pricing: Clear pricing for each plan
* Sign-up Buttons: Users can subscribe to streaming services
* Benefits: Instant access to a vast library of games

**Loyalty Page:**

* Form: JavaScript form for signing up for loyalty scheme
* Benefits: Explanation of perks (e.g., 10% off purchases)

**Website Design Features:**

* **CSS Usage:**
  + Main Title Fonts:
    - Index Page: Roboto Condensed
    - Retro Page: Press Start 2P
    - Streaming Page: Roboto Condensed
    - Loyalty Page: Roboto Condensed
  + Normal Text Font: Lato
  + Navigation Bar: Banner across the top of the screen