

Strategy Plane

What am I creating?

- I am creating a fully responsive gaming website that will allow users to interact by viewing games other users suggest, users will also be able to add their own games to the website, edit them games and also delete unwanted games.

Who is my target audience?

- My target audience is for gamers all over the world who need a hub, somewhere they can come and discuss games, view games they might not of heard of before and even add their own games they have played so other people can go enjoy playing them.
- This website is for people like me who just want a site they can go to that is simple to navigate and does what the website promises to do.

What are the business goals?

- The goals for this website are endless, eventually this site could be more than just a gaming hub.
- I want to eventually add a competitive section to the site where users will be able to sign up their own teams and go head to head with other teams.
- This could eventually lead to competitions being organised where teams can travel to play other teams for money.

Why are we so special?

- Every time I finish a game and need a new one to play I really struggle to find a site that is simple to use and gives me the information that I want without having to click on link after link.
- By creating this website, I am giving the users a simple website to navigate through where they can find information on exclusive, new, and old games.
- Users will be able to interact with each other in the suggested games section of the site posting their own experiences playing games and suggesting games to users that might be looking for new games to play.

Why would the user want this?

- As I have stated before I am a gamer myself and want something that I can come to and navigate round with ease. Find information I want without having to click link after link and be redirected to videos I do not want to watch and information I do not want to read.
- Some gamers will only play single player games so they will also want somewhere that they can interact with other single player gamers, by creating this gaming hub I am hoping it will do just that.

- Some users like myself who are maybe looking for a new console to play different games won't really know the best exclusive games for that console, by navigating to the website the users will be able to view the best exclusive games for their console of choice with two easy clicks once on the home page.

What content type would be relevant?

- The navigation round the site will have to be simple and responsive so users can use the website on any device they might be on.
- The home page must be obvious to the site's goals so users know exactly what they can achieve by visiting the site.
- The consoles page must only hold relevant information to keep the users interested, information overload will cause some users not to use the site.
- Users must find it easy to use the suggested games section. Buttons will be placed on this page with obvious text written in them. Once the button of choice is clicked it will navigate the user to the correct page so they can either add, edit, or delete posts.

What will make for a good user experience?

- Easy navigation is a must when creating my website.
- The home page must only hold relevant information, so the users are not overwhelmed when visiting the website.
- The console section with all the different gaming consoles will be easy to navigate, easily readable and responsive so if the user can still access all the information no matter what device they are on.
- The suggested games pages will allow users to interact with the website and each other allowing them to make friends with other gamers and making them want to visit the site more.

Opportunity/Problem	Importance	Visibility/Feasibility
Create an online presence	5	5
Showcase exclusive games	5	5
Create a suggested games page	4	5
Create a leader boards page	3	2
Create a competitive section	2	1
	19	18

- A. Create an online presence
- B. Showcase exclusive games
- C. Create a suggested games page
- D. Create a leader boards page
- E. Create a competitive section

