Overwatch 2
Project Report

TU856
Web Development 1

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Declaration

I hereby declare that the work described in this dissertation is, except where otherwise stated, entirely my own work and has not been submitted as an exercise for a degree at this or any other university.

Signed:

___Aileen Coliban_____

<Student Name>

<Date> 09/12/2022

Table of Contents

1. Problem Description

Detailed description of the website and the content on offer.
Describe the archetypical users of the site.
What problem does the site solve?

This website's goal is to appeal to new players that are coming into the overwatch franchise. The website is a promotional website targeting young people over the age of 16 who are interested in fast paced competitive games with clear reward progression and continuous updates. Since it is a new addition to the franchise, aiming to rebrand itself from the first game, it is marketed towards new players.

So how can we fulfil this goal? When joining the website, the first thing we see is the title "The most anticipated competitive game of 2022", this title generates hype for the user and curiosity. To satiate the curiosity on the user there is a "Play this game" button directly below, instantly fulfilling the website's goal to move the target audience attention to the game.

2. Research

Research other websites similar to your site.
Evaluate the site layout and site content.
You must look at 3 websites as part of your research.

The websites that I researched which inspired the design of the website are https://overwatch.blizzard.com/en-gb/ , https://www.overwatchleague.com/en-us/power-rankings?utm_source=owlweb&utm_medium=navigationbar&utm_campaign=general and https://www.ea.com/compete .

Since I was making a promotional website on Overwatch 2 the game, I thought it would be valuable to look at the official website for the game to draw inspiration from the layout. The layout of the heroes' page was greatly inspired the official page of it, although I did not have the time to make individual pages for 30+ heroes to click into, I still very much liked the concept of hero cards.

While making the esports page, I took inspiration from the official esports website to make the post-season rankings. I also enjoyed the

fact they had a section for MVPs of previous season to show off, creating a legacy aspect to the information.

The EA website's, another gaming website, homepage inspired my homepage. The "Play this Game" button was heavily inspired by the "Learn more" button displayed on the page.

3. Technology Selection and Site Architecture
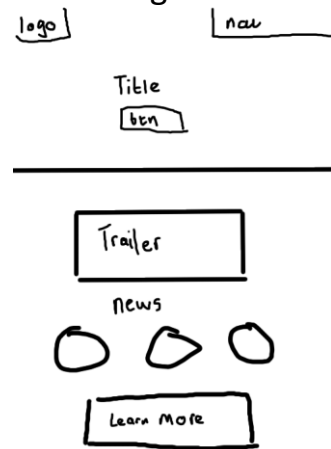
Version of HTML/CSS to be used
Plan for site layout and responsive design.
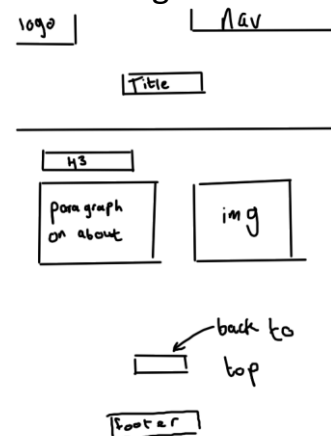How do we expect users to view the site (Phone/tablet/PC etc...)?
Cross Browser Compatibility strategy?

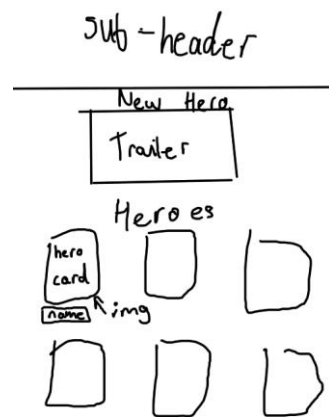The version of Html and CSS we are using to create this website is, HTML 5 and CSS 3.
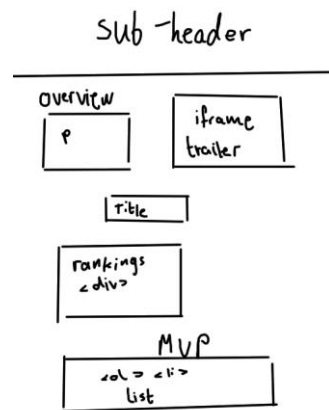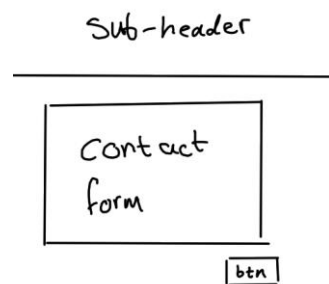
Home Page

logo   nav

Title
btn

Trailer

news

⬭ ⬭ ⬭

Learn More

About Page

logo   Nav

Title

H3

Paragraph on about   img

back to top

footer

Heroes Page

Sub - header

New Hero

Trailer

Heroes

hero
card

name ↖ img

Esports Page

Sub - header

overview

p

iframe
trailer

Title

rankings
<div>

MVP

list

Contact Page

Sub - header
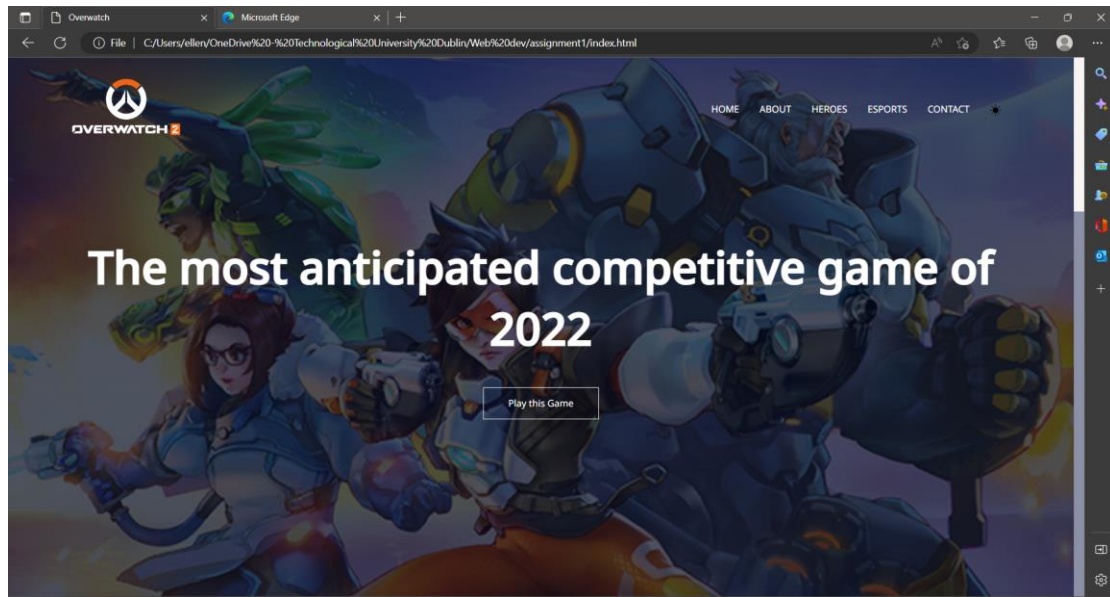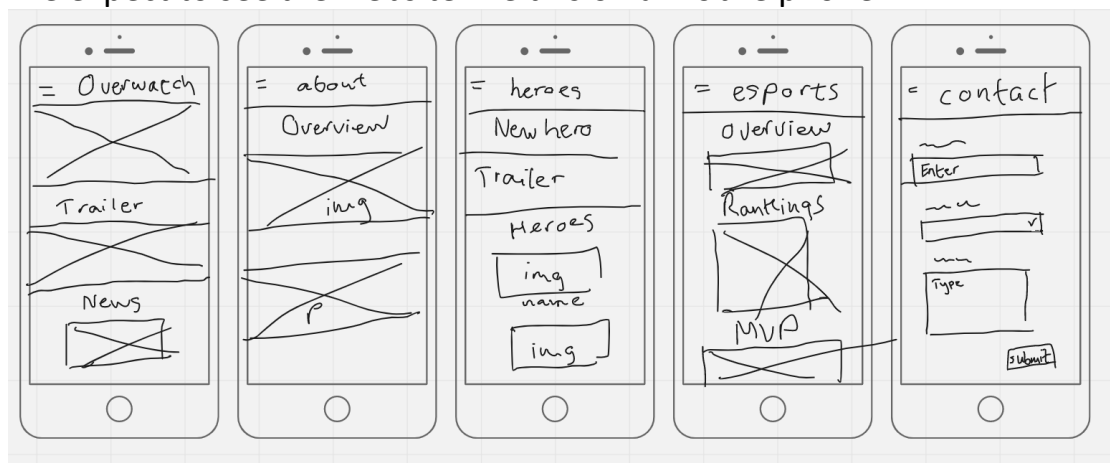
Contact
form

btn

The website is cross browser compatible as we can see in the image below:

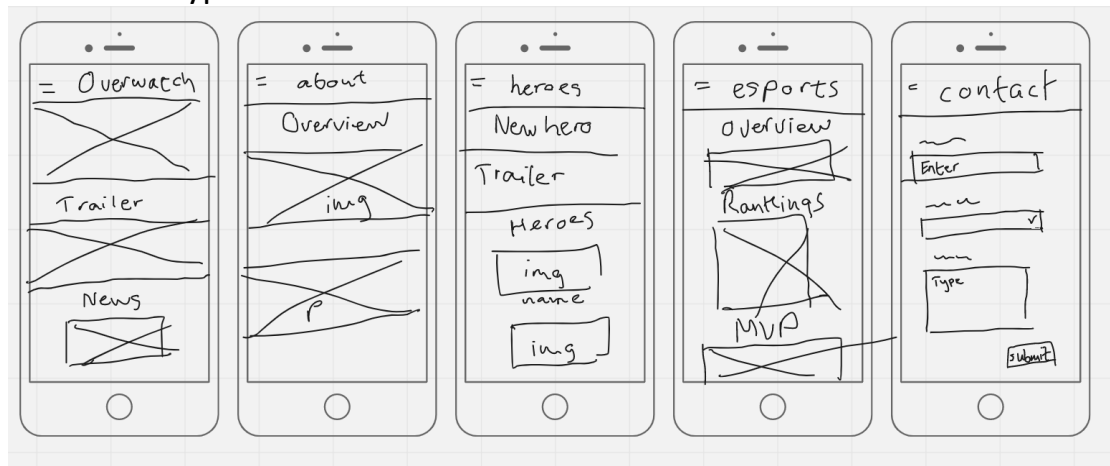We expect to see the website like this on a mobile phone:

4. Low Fidelity Prototype

Create a Lo-Fi prototype to describe the site content and layout for the customer/stakeholder.
You must evaluate your prototype using appropriate heuristics.

Lo-Fi Prototype

As we can see in the image above, there is a consistent lay out giving the website an appealing aesthetic to the users' eye. The design is also minimalistic and not cluttered giving the user the most important information upfront. There is also efficiency and flexibility in the design of the website with a drop-down bar for the user to easily navigate the website. On the heroes' page there is a consistent visibility of systems status seen on the hero cards when it is pressed or hovered over.

5. Development Plan

Describe the process of how the site will be created.

The website will be created in the following 5 weeks. I have made a schedule to make sure I finish everything on time.

Week 1

The first week will be primarily researching other websites, the topic at hand, the target audience and drawing up a simple layout for the website, this will include the homepage, about page, heroes page, esports page and contact page.

Week 2

The second week is where I will actualise the layout of the homepage using html and CSS, to create groundwork for the other pages. I will try start the about page on this week if not it will be completed on the third

Week 3

This week I will do both the about page (finish it) and the heroes page. I will also create the sub header that will be prevalent in all of the other pages apart from the homepage.

Week 4

This week I will implement the 3 JavaScript Functionalities and the esports page.

Week 5

This week I will implement the contact page and validation of the website. I will also check to see if the website needs some additional touches or changes. I will also complete my documentation work this week too.

6. Testing Plan

Explain in detail the strategies used to test the website. (eg. HTML validation, CSS validation).
Is the site Cross Browser Compatible?

I used the inspect element on the browser to check if the JavaScript code I implemented worked well. To see if there were any mistakes, I checked the console log and ran multiple tests to make sure the 3 JavaScript Functionalities worked fine throughout all pages and that the contact pages validation also worked accordingly. At first, my website kept crashing and I didn't know why so I used the inspect element tool

method to fix the issue. The issue was fixed by separating the JavaScript code that was only used on one web page into different files.

The site is cross browser compatible, as we can see in the image below.
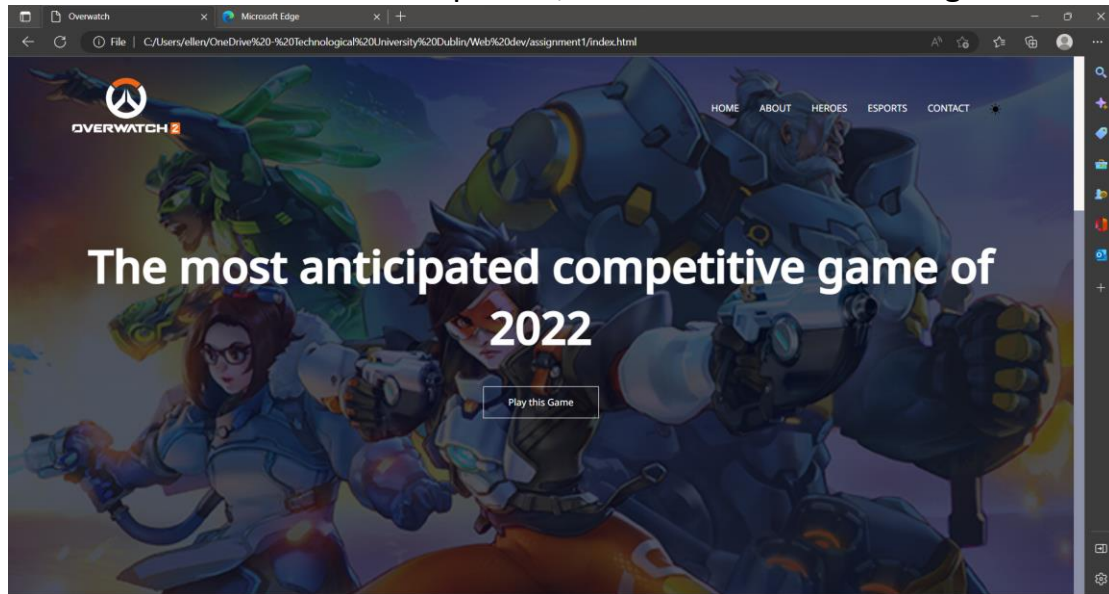
7. Site Evaluation

You must describe how you evaluated your website using appropriate heuristics.

1. **<u>Visibility of system status</u>**
   Visibility of system status is when the user should be informed of what is happening on the website. This can be seen when the navigation links highlight when they are hovered on or when the buttons change colour when hovered on.

2. **<u>Match between system and real world</u>**
   This is when the information on the website should be understood by the user and be presented in a clear and logical manner. This can be seen in the minimalist design of the website, everything is labelled and easily understood.

3. **<u>User control and freedom</u>**
   This method should clearly show where the user is. This is shown when the user clicks on any of the navigation links to the other pages, the user is told what page they are on by the sub-header.

4. **Consistency and standards**
   The layout of the website should follow a consistent design that will look like other websites. This helps the user intuitively direct their way through the site. This can be shown in a consistent aesthetic throughout the page and compared to the websites I researched prior they look familiar.

5. **Error prevention**
   The website should cater to any mistakes made by the user or code. This can be seen in the contact page, when a user enters the wrong email format or does not fill in the form fully it gives an error message.

6. **Recognition rather than recall**
   The user should not need to remember information to navigate the site and should have the information needed always given to them. This can be seen in the consistency of the navigation inks throughout all of the pages.

7. **Flexibility and efficiency of use**
   The site should cater to both experienced and inexperienced users. This can be seen through consistent labelling and minimalistic design of the website which makes the information on screen easily accessible.

8. **Aesthetics and minimalistic design**
   The content on the website should be contained to a minimum and not become polluted. This can be seen throughout all pages where no unnecessary content can be seen throughout the website and all content is relevant throughout.

9. **Help users with errors**
   Any issues presented on the website should appear clearly to the user, so it is understood. This can be seen on the contact page when there is an error or if the required input is not filled it will show a red outline around the box where you need to enter it.
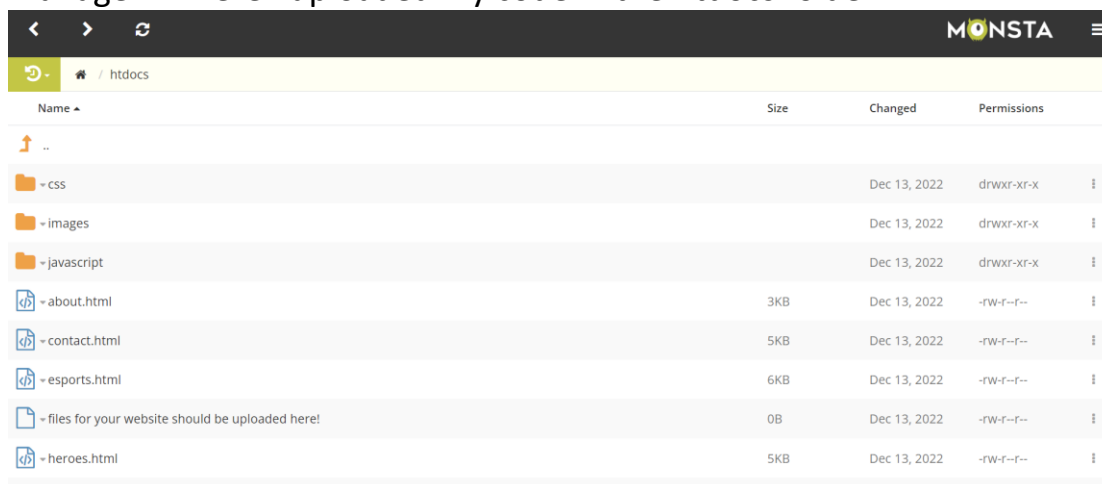
8. Deployment

Describe how the website was made available online.
Describe the techniques used for Search Engine Optimisation (SEO)

I decided to deploy my website on www.infinityfree.net. This website allows users to use a free subdomain to upload their website to. It is free and easy to use perfect for a project like this that doesn't contain any sensitive information.
I signed up to the website and created an account which allowed me to create a free domain name, the domain name I chose was "overwatch2-assignment1.rf.gd". After approving of the disclaimer, I clicked "open file manager" where I uploaded my code in the htdocs folder.

There are 3 different techniques used for SEO, these are on-page, off-page and technical. On-page SEO is anything on the web pages created, this could be blogs, title tags, image alt-tags, internal links, etc. which can act as keywords that can be matched to search queries. Off-page SEO is anything that happens outside of the website for example trends, brand building, social media marketing, etc. Technical SEO is anything technical to improve the search rankings, this could include optimising your site for mobile users, image file size to enable the website to load in faster, etc.

Appendices

Your weekly logs must be included in the Appendices section of your report. (i.e. at the end of this report)

Week 1

During week one I decided to start researching what I wanted my project to be on and the target audience I wanted to reach. During my research I decided to make the website on a game that I am currently interested in called Overwatch 2. I believe this will challenge me to learn how to market a project properly to an audience of gamers mostly comprised of young people. These young people are aged between 16-24. With gaming being mostly male dominated I believe adding an esports tab with really benefit the website.

After doing research on multiple official gaming websites, I decided that the style should be clear and concise with a lot of visual aspects for example, a trailer, link to the game, pictures of the characters, etc.

So, once I decided on the style of the website, I started planning out the layout of the first page.

Week 2

During week 2, I decided to challenge myself and create the home page for the website using the plan I drew last week. I want to create the first page before designing the other pages to get a feel for the website and style. I created the menu task bar that will help navigate the website, added a trailer and a 'NEWS' section to update players about the new things that are added to the game, and decided to navigate the user to the about page with an info prompt. This info prompt will entice the user to click on it since it does not give away too much information which will incite the user's curiosity leading to them exploring the page even more.

After getting a full grasp of the layout of the web page I decided to start deciding what the other web pages should be about and their layout.

Once again, I got my pen and paper and started to roughly draw out the web pages one by one. I decided on making an about, heroes, esports and contact page.

Week 3

During week 3, I decided to create the about and heroes' pages. Before adding content to these pages, I decide to make a sub header layout for all the pages making the website consistent design wise.

Since young people don't usually enjoy a big wall of text, I decided to go with a small overview of the game which will give a small incite into how the game plays and a visual aspect of the new hero.

Making the heroes' page I decided to create a grid like layout to show the character's design and their names. Young people are very visual so if they see a character they think looks cool, they'll be more curious to play the game. I also decided to show off the new hero trailer that's coming to the next season to show players that there is constantly new content being added which is important to a competitive game.

Week 4

During week 4, I decided to create the esports page and add 3 JavaScript functionalities onto all of the pages. When creating the esports page, I wanted to use a tabular structure to convey information about the post-season rankings concisely so the user could easily find and read it. I also wanted an overview of what the Overwatch league entails so users that are new to this concept can easily understand it. Showing the previous MVPs of all the seasons will accumulate interest in these players and show how serious the league is.

Deciding the JavaScript functionalities was hard at first, so I did a little research beforehand. I researched other pages to see a common feature that was used or features that I had found interesting. The features I picked were dark mode feature, a button that scrolls back to the top of the page when you're at the bottom and an animated title that resembles someone typing it in. I enjoyed researching how to do these features and trying to figure them out by myself too. These features will add to the responsivity of the website and give users feedback.

Week 5

During week 5, I decided to make the contact page, deploy the website and finish the documentation for the website.

Gaining experience from making the other websites and researching other contact pages that were made by different websites, this page was relatively easy and quick to make. To make it look like an official contact page on a gaming website I had the user input their email, username, password, country, problem and problem description. I think if this was a real high traffic website all this information would significantly improve the users' experiences with customer support.

When I was finished touching up the website and looking for any bugs, I decided to deploy the website through a website called infinity free.

After everything was finished I sat down to write the documentation, while writing the documentation I was able to fully evaluate my website and see what I could have improved on, different things I wanted to try in future projects, etc.