

Site Planning Questionnaire

By: Ethan Miller

Who is the target audience?

My target audience will be anybody who is interested in buying the Helldivers 2 video game, and wishes to see a bit of what the game has to offer in terms of tone

How can I tailor the web site to reach that audience?

I can tailor the website to reach this audience by designing the website in a way that acts like an 'in universe' website, where purchasing the game is akin to joining the 'forces' of the game, and looking at information of the game is akin to looking at what the 'job' has to offer.

What are the goals for the site?

The goal of the site is to create a website to be able to find information of and purchase Hellivers 2 that feels like an in-universe 'piece' of marketing for the 'honor' of being a Helldiver.

How will I gather the information?

I will gather information by looking through the official Helldivers 2 website, the Helldivers 2 steam page, and any official statements made by the Helldivers 2 developers, Arrowhead Studios.

What are my sources for multimedia content?

My sources for multimedia content will be the official Helldivers 2 website, and the Steam Page of Helldivers 2, along with some of the general 'screenshots' that I can find for it.

What is my budget?

I have no monetary budget, but I do have a budget of limited time to be able to complete this project.

How long do I have to complete the project?

I will have around a month to complete this project, and need to manage my time with this project alongside other projects.

Who is on my project team?

It is me, and the other website developers of Rambunctious Canine that are on the project team.

How often should the site be updated?

The website should not be updated too often, but there will be some updates if the game is updated in a way that requires for the information on the website to be updated to be more dynamic, or add new information.

Who is responsible for updating the site?

I will be responsible for updating the website, but the work can be diverted to another employee of Rambunctious Canine if necessary.