**IMY320 Group Assignment Phase-1**

**Broken Age Adventure Game**

# Advertising Website Design Specification

**Group Members**

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# Introduction

## Project Objectives

This proposal summarizes the written and illustrated ideas to deliver a successful website for the Broken Age Adventure game on Kick Starter.

**I** am required to create and maintain a dynamic, interactive website for Broken Age Adventure game. Outlined in the following document is the proposed website design and format suggestions.

I will generate content to use when creating the website. The website will have the same look and feel of the game and should also maintain the same theme as depicted in the game.

The main objective of the site is that it should be current and provide users with a great user experience and interaction.

# Section 1 – Initial Development

**W Website Development Process**

I will firstly read up on the game in order to gain a better understanding to find the most effective navigational structure for this website. The appropriate colors, text fonts, graphics, text buttons and their placement will then be evaluated.

**G Goals Identified**

The developer proposes to create a simple website that:

* Uses dynamic website features to communicate information about the game
* Provides contact information and links to related websites.
* Increases awareness of game and promotes its features
* Will be hosted and deployed online

**M Major Assumptions**

The developer will:

* Gather all required text or information.
* Use **digital format** for all text, information and/or visual content (photographs, diagrams, etc.) included in the site.
* Maintain the color scheme and style of any existing promotional materials.
* Provide a dynamic back-end interface to allow administrator to manage its content in all sections of the website.
* Provide a user manual for the management of content on the website

# Section 2 – Recommendations

# **Main Design Suggestions**

**Version control and Configuration Management-** I will make use of Github in order to track changes easily and easily manage my repositories.

**Web Framework –** I will use an open source front end web application stack called **MEAN.**

This is a combination of **Mongo DB** which stores data in a flexible, JSON-like documents. I can deploy, operate and scale a database in the cloud.

**Express JS** –This is a web application framework for Node JS and I will use some of its APIs.

**Angular JS** – Framework that will help me simplify both the development and testing of the website. This will be used as the front end engine on the stack

**Node JS** – This will be used as the server run time environment.

Benefits of this design:

* This will afford me to write all the code in JavaScript
* This framework supports the MVC architecture
* All the components are open source
* Huge module library
* Better performance and scalable web components

# Functional Requirements

* A date stamp on every page created with JavaScript and implemented to emphasize that the site is current and contains regularly updated content.
* The website should be hosted and accessible online
* The website should comprise at least four different pages/links to pages i.e. (plot ,features)
* A feedback form for users to submit their email address to suggest improvements or requests for the game or website
* Back end data-entry system to allow website admin to securely update information to the database and website.

# Non Functional Requirements

* The website must be user friendly and easy to use
* The website should be accessible by any device
* Be able to handle multiple requests without downgrading performance

# Section 3 – Proposed Website structure

Front End

Back End

Feedback

**Contains form for getting responses on game**

Secure Login

Website administrator

Game Play

**Provides information about the style of game and controls**

Home Page

**Graphic home page with text links to pages**

Plot

**Gives an idea of the story behind the game**

Game Database

Characters

**Information on individual characters and pictures**

# Section 4 – Proposed colors and design

From the research I have conducted on kickstarter.com and material acquired on other sources like YouTube I have decided to use a color scheme that is bright based on the product (game). A neutral white color scheme with a pop of yellow has a very classy and elegant feel. This will be appropriate for the website as it is consistent with the colors that are used in the game and also can create contrast and allows it to be lighter on the eyes. I will also use primary colors like green and blue, to improve the simplicity of the site. To surprise the visitors I will also use lesser used colors.

# Section 5 – Functionality

**Site Navigation**

The front-end design of the website will be easily applied to the entire site and will assist in the overall navigation and usability of the site. The page design will incorporate a consistent set of navigational tools, menu bars and quick links for accessing the different parts of the site quickly.

Secure back-end access will be accomplished through a login process. All pages within the secure area will be locked to authorized usage.

**Feedback Forms**

Various forms on the website will increase customer interaction and can provide me with valuable marketing information. Forms can be developed for collecting visitor information, i.e. feedback concerning the website and information requests.

Forms can be incorporated easily and effectively into the design and structure of the site. The information gathered could be directly sent to a database or to a designated e-mail address. The database can then be used subsequently to access and evaluate the information.

**Tracking and Generating Usage Reports**

Determine which areas of the site are visited most often, how long people stay on each page, how many different pages they look at, how many hits and unique hits occur daily, weekly or monthly. This function is not included in the current proposal but is added here as a suggestion.

**Hosting and Maintenance**

The developer will provide information with recommendation for website hosting in the later phases.