# Design Brief

**Who are you?**

I am a game review website. We write daily reviews on different video games, ranging from the most popular to up and coming indie games. There is a big focus on our community and interactions between us and them. We aren’t a big business, but we are steadily growing.

**What do you need?**

We will need the ability to write up reviews and have pictures and videos. We also need to be able to have user comments and ratings for each review. For each written review there is a corresponding YouTube video that will need to be embedded.

**Who is your audience?**

Our audience consists of regular gamers. They will have an interest in games and wanting new games to investigate playing. They will be looking forward to the most in-depth and bias free reviews, which we can provide. Our audience’s age will vary heavily from 16-40 and male gender. With such a range of age’s we might have to be careful with the content we provide.

**We like these examples:**

<https://www.gamespot.com/reviews/>

On Gamespot there is a good use of white space to keep everything not too clustered. The general layout of the website is great and very user friendly. The way that they have everything separated into little “boxes” makes for a pleasant browsing experience. They have a nice and tidy/clean navigation bar as well that is very apparent.

<https://www.metacritic.com/game>

On Meta Critic, again, there is good use of white space; maybe a little too much, compared to Gamespot. The nav bar is extremely easy to use and the bog search bar in the top middle to left is very pleasing. They use a nice list format for their reviews which makes it easy to read and scroll by.

<https://www.pcgamer.com/au/reviews/>

On PC Gamer the nav bar is exceptionally clean and easily used. Similar to Meta Critic, they use quite a lot of white space on the sides of the website which makes it look quite compact and easy to navigate. The list format, again, is quite easy to use a scroll by and not miss any content. They use nice big pictures at the top, but the pictures could be bigger for the reviews listed below.

The above websites are like what we want; We are looking to push the boundaries even further though. We want something more aesthetically pleasing, perhaps without all the white and neutral tones. Something that stands out but has a good use of negative space. The layout of Gamespot’s home page is good with pictures that lead to the reviews of choice.

**We absolutely must have:**

The ability for our audience to interact with our reviews, our focus is getting them heavily involved with what we do. We will need a rating system, maybe out of 10, for them to rate the review; They will also need to be able to leave comments on the reviews giving their opinions on what we got right and wrong.

**Constraints**

Obviously, we want to get as much value for money as possible, but we are willing to pay more for a better-quality job. We don’t want to spend more than $5000 overall. This budget does have a bit of wiggle room, but as close to the original value would be best. There isn’t much of a time constraint as we want the best possible quality; A reasonable time would be expected.

**Design**

We want the website to have maybe darker tones to it, less harsh on the eye. Something like steams colours, black and greys. Inclusion of purples could look quite pleasing on the eye too. Having nice clean negative space around images and pictures, so it doesn’t feel super cramped. We want it to have a nice cosy night-time feel to it with the colour palate; We want our users to feel relaxed and welcomed when they go on it.

**Hosting**

We will be using Googles cloud hosting service for our website. We feel that it will be a great service for reliability and ease of use. There should be great performance and reliability from it.

**Budget**

The overall budget will be between $3,500 and $5,000. This will include hosting and labour.

**Support**

Support for the client will be on going. But there will be a free period of 3 months and then after that there will be a subscription model fee involved. The client will be able to sign on either 3 monthly, 6 monthly or 12 monthly. Each tier up will be better value for money.

**Social Media**

Our social media will be linked to the website; Twitter, Facebook, YouTube and Instagram will be our prominent social medias. All will be linked on various pages but the main one will be YouTube; The Videos we have on our reviews will be embedded YouTube videos of ours.

**Future Projection**

We expect our client base to grow quite significantly from this investment. If our projection is true, we will want to expand our online presence even further. For this we may need to add more to the existing website or recreate it again to reflect more modern design principles, of the time. Other services may be required eventually if our client base grows large enough or demands a new service from us.