

## Site Plan – Web Design

### 1) General Information – just the basics

Your Hosting Service: github

Your Website Idea: Magic The Gathering card game tools for tournaments and deck building.

Service or product that will be sold: MTG (Magic the Gathering)

Proposed topics (at least three but you can list more) that your website will cover

**1. Tournament tracking tool**

**2. Deck builder tool**

**3. General information**

Current URL (or desired URL): casualmtg.com

### 2) Who?

Who is your customer/target audience? Describe your target audience (age range, education level...)

MTG players. People of different ages who play MTG, own MTG cards and decks and who want to play casual tournament style games.

### 3) Value

Why do your customers need you? What is your most important benefit (to the customer not you)?

This will provide an easy online tool to help with casual play and deck management.

What do you offer that is different from your competition?

A few tools all in one website like tournament pairing, deck building, etc

How do(will) customers use your site? What are their goals?

**They will want to keep track of points and positions in a tournament. They will want to check deck lists and share with each other more easily.**

### 4) Perception

What do you want to project about your company, your department, your project?

Simplicity and user friendly-ness

List adjectives describing how you want visitors to perceive your website.

Simple to use, to the point

List URLs of sites you like. What do you like about these sites?

**Google.com – simple**

**Tcgplayer.com – MTG cards**

## **5) Content**

Do you have existing content for the site or will you create new content? Who will write the new content?

There is no existing content at the moment. All content will be done by myself.

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?

**I will probably use images from Google.**

## **6) Technology**

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.  
Don't know yet.

Any required database functionality (dynamic content generation, personalization, login...)?

Login required to keep track of own decks, Database required for the same reason.

Need for secured transactions? (like online shopping)

No.

Any additional programming requirements? (like search functionality)

Search and probably an API with MRG cards database from tcgplayer.com

## **7) Marketing**

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?

Friends first, then maybe google search optimization...

Do you have a marketing strategy in mind to promote this project? If yes, describe it.

I don't. I'm not good at marketing. My wife is 😊

## **8) Updating**

How do you plan to keep the content on the site current and updated?

Make sure that new cards from new sets are taken from TCGplayer.com every time they happen.

How often should content change on your site?

Probably 2-3 months.

Who is responsible for updating and providing content?  
me

What software will they use to keep the site updated?

Don't know