Two Can Play That Game

Target Audience

The target audience that I will be attracting to the website varies, but mainly from the sixteen to thirty year olds. This is because this is the common age that computer consoles are played with. Within the website I will create an attractive layout to appeal to this age group. I will also create it simplistic as not to overdo it in the designing phase as it would take away attention from the products which is the whole point of the creation of the website. The website I will create will also appeal to the younger generation from six upwards as well as the older generation. If there is a product that is age sensitive say over 18, then I will provide java script to assure that the person who is trying to get information on the game must accept that they are by clicking ok.

The Intended Goals

The intended goals of this project is to bring a clear precise and attractive webpage to the company that have acquired my services. With the website it is to bring to the table a site that offers a few of games and games consoles and information about them. In the website I will provide video for viewing of the product that they will be buying that will create a buzz about the new website, that they can actually view gameplay before they purchase the item. The goal is to receive a lot of traffic coming through the website, so much so that when users Google Game stores online that our name will be nearing the top of the list. But overall what I want to create is a site that is easy to use by people of all ages, that they can view games and consoles before they purchase them in an attractive layout to the user. Basically to create more business for the store.

Technologies

The technologies that intend to incorporate into my project will be in cases of hardware. For the user to get a top quality experience from my site they should have at hand a screen to view the site and also the videos and images. They should also have speakers as to hear the sound coming from the videos. Also a mouse or a touch pad of some sort to navigate around the screen with ease. These would be the most important hardware that would be acquired to receive the best experience. In the case of software the user should have an up to date windows package but even the older versions will do. Also they should have a video playing software, which most computers have now a days anyway. Also the user should have a Chrome or Firefox, These are two sites that are widely known throughout the internet. I have considered using biz.nf as a server because it is free and there are no ads. But the provider I would go with would be iPage, at a very cheap rate of $3 a month would set us up nicely for a nice return.

Social Media Presence

The whole social media aspect of everything now a days, so it is important that I implement social media into my website. Because of the main target audience that I will attract with this website, it is probably the same age group that is attracted to social media. With all the games details and videos and information, I have supplied four links to the main four social media outlets which are Facebook, Snapchat, Instagram and Twitter. The four links that I have strategically placed in the footer, will be the last thing that the user see’s before they leave that page, so if they like a video or like a picture or some important information about the new Black Ops 3 game, which will be included in the website they can share it through social media. Also our website will be advertised on all these social media websites, by creating a page and then people can become friends with us and like our page to get us out there.

Home Page – index.html

FOOTER

TEXT

LOGO

Picture

Picture

Text

TEXT

Navigation Bar

Xbox One page – xboxone.html

LOGO

TEXT

Footer

Text

TEXT

Picture/Video