**2018 ITM Major Project Portfolio - Website**

# Statement of Intent

I intend to create a front-end website that offers the sale, rent, and preview of movies. I will use HTML, CSS, Bootstrap, and possibly JavaScript to create this website. The goal of the website will be to make it as user accessible as possible, and to make it possible to comfortably access across multiple devices, including TVs, Smart phones and tablets, and desktop devices. I plan to later implement personalisation, and A/B Testing, though this will require more backend, and may not be possible to implement.

I intend to use Bootstrap for the majority of the frontend. Using Bootstrap will greatly reduce the workload, and also make it easier to implement advanced CSS features such as animations, and transitions. The implementation of animations, and transitions, will further improve user experience, and the reduced workload will allow for more development to the front-end of the website. Bootstrap will be a major component of this project. I chose to use Bootstrap over CSS grid due to reasons listed above.

I intend to target as large of an audience range as possible. I will do this by providing different categories of movies, and by doing so it should target multiple age ranges, genders, and countries. It would also be advantageous to use localisation to try and target audiences who may not speak English. Using localisation will require the use of jQuery which may not be possible to implement. To help engage such a large audience, I will compare and contrast how other streaming services such as Foxtel, Netflix, and Stan, layout their websites to gain an idea of what seems to be working for them.

I will use Adobe Illustrator 2018, and Adobe Dreamweaver 2018 to create the website, and plan for the website. I will use Adobe Illustrator to create layouts for desktop and mobile devices, so I can have an idea of what to make, doing this will also let me see if I like how it looks or not. I chose to use Adobe Dreamweaver 2018 over Microsoft Visual Studio, due to the fact that Adobe Dreamweaver 2018 has a live preview of the website. Dreamweaver also allows for easier implementation of the Bootstrap library, and if needed the jQuery library. Dreamweaver has drawbacks as it cannot compile code such as PHP, it requires an external server or separate program to display PHP.

# Research