

**TARGET AUDIENCE:**

People who are already familiar with chess and want to learn more about black's defensive theory.

**WHAT ARE THEY GAINING:**

A comprehensive guide through the King's Indian Defence, including variations and the mainline.

**WHY WOULD SOMEONE WANT THIS?**

Chess is not only about fun but a game of competition and learning. Chess enthusiasts will eventually have to learn a mainline to counter certain openings, and so I believe a consumer would use this website to LEARN a line against an aggressive opponent who plays D4 & C4.

**HOW WILL THIS CHANGE THEM?**

They will have a great response to D4 as it maintains an attack on white's kingside while holding an aggressive defense against them. This is one of the best defenses to respond to D4.

**STATEMENT OF INTENT:**

I intend to create a website dedicated to providing comprehensive and user-friendly resources for the King's Indian Defence. My goal is to create a platform that offers a variety of educational tools, including instructional videos and theory on the line.

**Instructional Videos on The King's Indian**

Different videos that cover different lines of the King's Indian Defence,

- Introduction to the King's Indian Defence
- King's Indian Defense: Orthodox Variation, Classical System
- King's Indian Defense: Exchange Variation
- King's Indian Defense: Petrosian Variation

**Variety of Strategy Guides on The King's Indian Defence**

Detailed analysis of tactics, and chess principles and tips on how to apply this throughout the game.

**Conclusion**

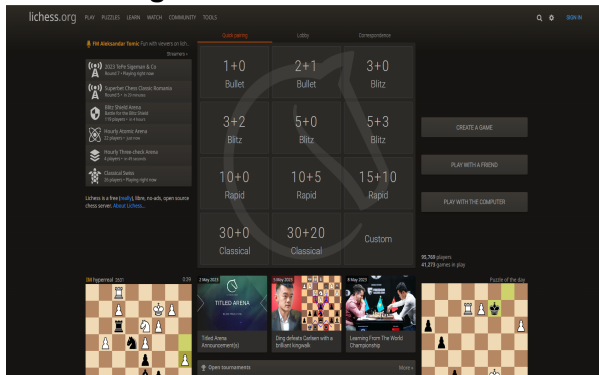
My goal for this website is to give players a basic understanding of chess while teaching them a very good mainline for the black pieces.

**WHAT MY WEBSITE WILL INCLUDE:**

Instructional Videos on The King's Indian  
Strategic Guides on The King's Indian

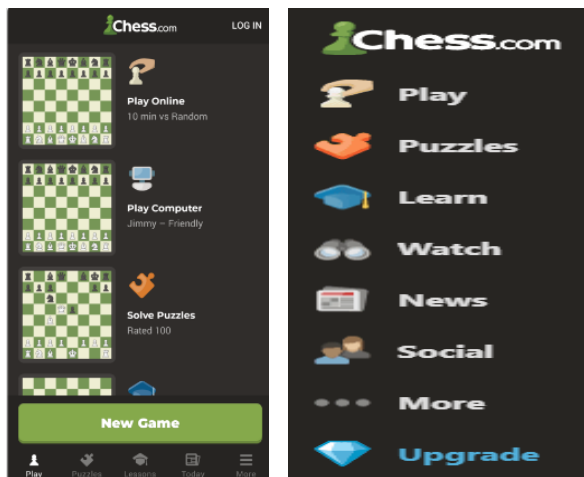
**FROM VISITING MY WEBSITE:**

## Lichess.org



- Lichess has a very minimalistic design while providing many features to their users, it is very user friendly and it can be easy to navigate through the website.
- Lichess is also open source which enables users to freely add on to the site for improvement and development.

## Chess.com



- UIs, images, base ideas
- Plan to remove certain features, to remove advertisements and base it solely on fun and training.
- Plan to use certain aspects that Chess.com uses, e.g “news, learn”
- Icons are also eye-catching, and will try to develop a variant of Chess.com’s icons.

## play.chessbase.com



- **Very organised wireframe, plan to create something very similar.**
- **Has a whole menu dedicated to certain things, (etc, statistics, topics, opening explorer and tactics.**
- **Very sleek and compact design too, will try to replicate.**
- **Logos all stand out, attracting attention while not overflowing the space.**