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CIS-151-300 25FA  
Website Dev.: HTML & CSS  
Design Proposal Paper

The website will be for a fictional gaming store called, “Ghoulish Games,” with the proposed url: [ghoulishgamesstore.com](http://ghoulishgamesstore.com).

What the website will be used for:

The store is a Halloween-themed gaming store that has a collection of board games, role-playing books, tabletop miniatures, and card games for customers to buy as well as a space for people to play games. The purpose of the website is to provide information for potential customers such as the location, pictures of what the store looks like inside, promotional items, the inventory and game reviews, in-store events like game nights and sales, and a community forum.

The target audience for this store includes the following:

- Geographic area: The Orland Park area and surrounding communities. There are many competing gaming stores in the area, but the right, Halloween-themed atmosphere may be enough to make it more than just another gaming store, but a destination worth driving past closer gaming stores to visit.
- Age: 12 – 40. The actual age range is much broader for gamers, but for people who would be interested in learning about the store and when certain game nights are, 12-40 seems like a reasonable range. 12 seems old enough for a kid to explore their interest in a gaming hobby online and be dropped off by their parents at the store, and upwards of 40 seems like adults who would have the income and free time to spend at the shop. An even more narrow range could be 18-25, as these are people who can drive to the store independently, have disposable income, and are likely not investing time in a family. That said, older people bringing their kids in to play younger games like Pokémon would also be a target audience, so this second narrow range might be 30-40, as these are people who are more likely to have children who want to play games with their parents.
- Household income: Target middle-class income as this is the demographic that has the spending money for the sometimes expensive products sold at a gaming store, as well as broad enough to create a large base of potential players to play at the store. A gaming store’s survival depends on people playing the games, so frequent

promotions to attract lower-income customers would be a good idea to keep the player base healthy.

- Interests: The group of people who would visit the website would have an interest in board games, card games, role-playing games, building/painting miniatures, 'nerdy' things in general, and possibly even people who want an afternoon activity with friends by looking around the themed shop; the website is attempting to 'sell' people on visiting the store as a fun hangout place with friends.
- Technological ability/computer platform: The website should be accessible to people on any device; people may be viewing the site at home or may need to pull up the site on their phone when trying to find the location (so a link to google maps would be helpful).

Who would visit the site?

The kind of people who would visit the website are people who have an interest in gaming. Whether it be to find their next board game purchase, or to learn about the in-store gaming nights such as when there is a Magic the Gathering game night, a Warhammer game night, a Pokémon game night, etc. There will even be a forum for people who want to discuss games or find a group to play games within the store.

What design elements will be used?

Going with a Halloween themed store, the site will have an orange, black, and slime-green color scheme. There would be graphics of monsters or other Halloween-themed entities, with the company logo being a monster. Some of the heading font will be Halloween or gothic themed, possibly even having a dripping effect, but the bulk of the website font will be something less flashy so as to not be distracting from the content.

How to attract future visitors?

Keeping the website updated with current and future game releases would be the most important focus. A promotional banner at the top of the home page could cycle through these important releases. This can also be done by having a newsletter emailed to people featuring new products or events with a link to the product page on the website.

How will this site stand out from competitors?

Similar companies have their inventory, in-store events, and promotions on their website as well. What will make this site stand out is the community forum section. There are a lot of ways for gamers to connect with other games, but these are typically third-party sites not associated with the stores the events are hosted at (think meetup.com). By having the community forum located on the site, the conversation intuitively revolves around the

business, pointing users to meet up at the store instead of competitors and increasing traffic to other areas of the site like the inventory.