

PROJECT PLAN AND INFORMATION PLAN WEBSITE

Title website :

Guide to have a good start in Minecraft

Purpose of the website

The purpose of this website is to help people who want to play Minecraft.

This guide will show everything from where it can be buy to the end of the game.

I expect people following the instructions on the website. People can do exactly the same thing as written on the website or they can just have a look about the way the website explain on a topic.

Unique selling proposition

The website will be THE reference for the game. Every players will know about it so if someone want to play, players just have redirect to the guide.

The website will be divided in different sections so it will be easier to navigate between the pages.

Each part of the guide will be well detailed so beginners will understand easily the guide.

Description of the target group

Beginners from all ages are targeted.

In fact, young people will create the majority because they play more videos games than adults.

Because it will be THE reference, each players will now about it.

For instance, there are 4 possible players who could follow or read the guide.

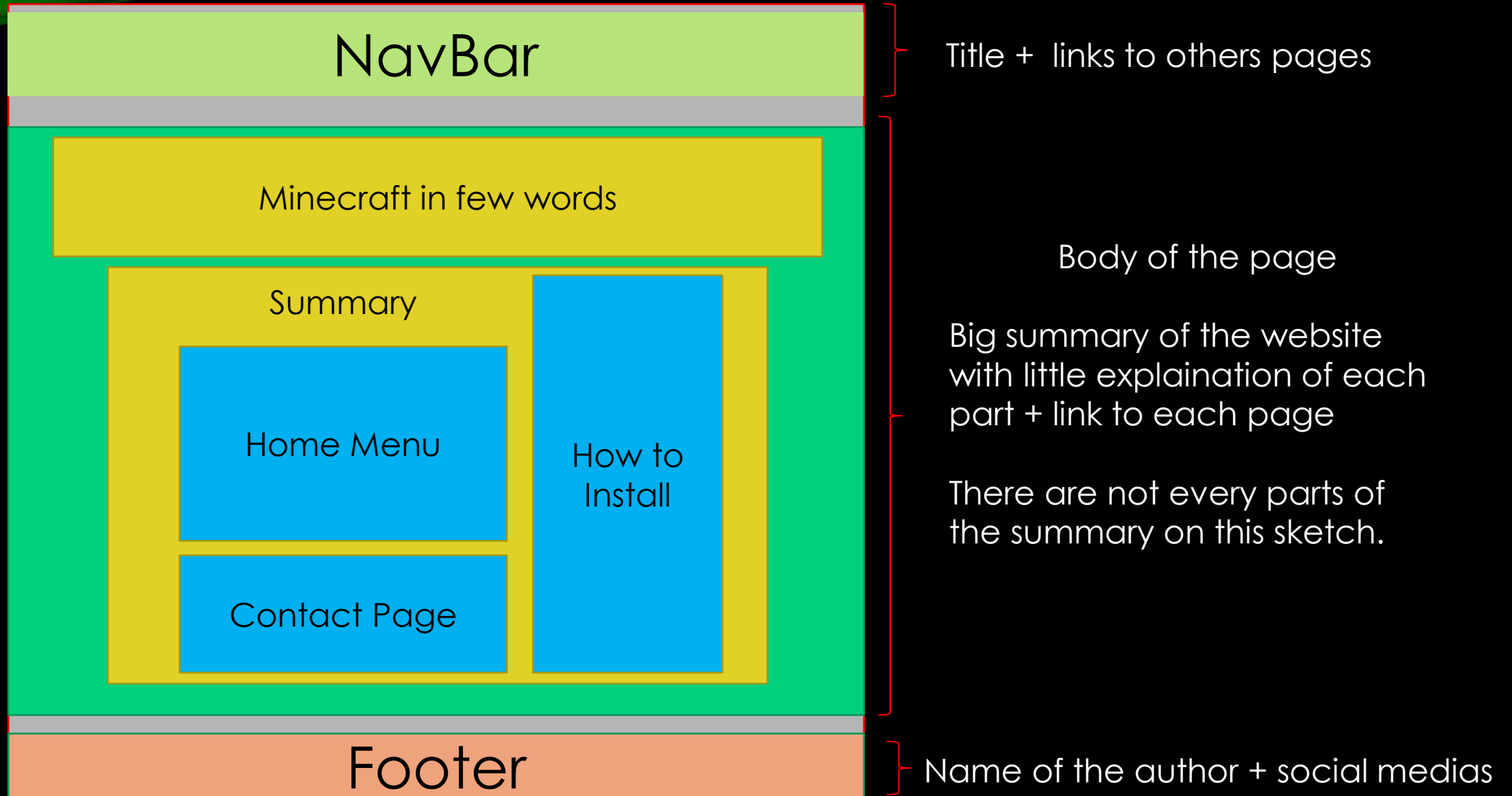
Name: Roberto Sex: Male Age: 16 years old Status: Single Location: USA	Goals in context Roberto likes to play videos games with his friends after class. Everyday, he tries to become a better player.	Bio Roberto is a student in high school. With his friends, they play to Minecraft after class.
	Frustrations in context Roberto wants to be the best player around his friends.	Interests Roberto wants to join a team of e-sports players in Minecraft.
		Preferred habits Roberto doesn't like to watch a video to understand something, he prefers reading books and articles.

<p>Name: Anke</p> <p>Sex: Female</p> <p>Age: 12 years old</p> <p>Status: Single</p> <p>Location: Germany</p>	<p>Goals in context</p> <p>Anke has received her first computer for her birthday. She wants to play Minecraft because of her interests.</p>	<p>Bio</p> <p>Anke is in middle school. She likes relaxing by playing video games during the holidays.</p>
	<p>Frustrations in context</p> <p>Anke doesn't know how to play Minecraft, she is looking for a website who explained how to do it.</p>	<p>Interests</p> <p>Anke is passionate by arts and architecture.</p>
		<p>Preferred habits</p> <p>Anke prefers websites with good explanations for a better comprehension.</p>

<p>Name: Frank</p> <p>Sex: Male</p> <p>Age: 45 years old</p> <p>Status: Married</p> <p>Profession: Dentist</p> <p>Location: United Kingdom</p>	<p>Goals in context</p> <p>Frank has bought recently Minecraft for his sons for the holidays. Frank wants to play with them.</p>	<p>Bio</p> <p>Frank is a father of 2 twins. They are 14 years old.</p>
	<p>Frustrations in context</p> <p>Every time Frank wants to play to a new game, he is stucked by his age and he had never succussed to find a website how explain well the game.</p>	<p>Interests</p> <p>Frank likes videos games and tries to play to the same games as his sons.</p>
		<p>Preferred habits</p> <p>Frank likes website well explained on Internet.</p>

<p>Name: Maria</p> <p>Sex: Female</p> <p>Age: 25 years old</p> <p>Status: Single</p> <p>Profession: Youtuber</p> <p>Location: Australia</p>	Goals in context	Bio
	Maria started YouTube since 1 year. Lot of people follow her activities and recently, she started to play video games.	
	Frustrations in context	Interests
	She has never played Minecraft. She wants to do her best by finding some information to how to started.	By playing a famous game, she can have more viewers. Also, she likes the concept of the game.
		Preferred habits
		Maria prefers reading than watching a video.

Landing page



Project Plan Information Architecture

