Gaming Bookstore Website Design
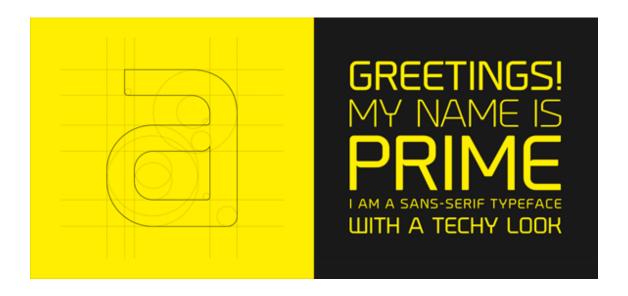
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Index

Color Palette

The color that im gonna choose for the bookstore is gonna be rgb neon colors, because usually gamers usually associate gaming with neons, that´s why all gaming sets is covered by neon lights. I would probably put a line surrounding the page and it would be rgb neon colors, passing through all the colors that you can mix with rgb.

Typography

The typography I would use on my bookstore website would be Prime sans serif because that letter reminds me mostly like a letter written y a robot, and what´s better than that for a gaming bookstore. Also I think it has a good looking for the general design of the webpage and it´s also readable for everyone.

User Personas

The main users who would use this website would be gamers, there is a lot a things that a gamer could find here, like pro tips of professional players written in a book for competitve Esports games, or a book of an alternative stories of a game but written by the gaming community, guides of a game if it is too difficult for the people, etc. Of course everyone could access here and read whatever they want, everyone could like the stories that the community writes.

User Experience (UX)

There is gonna be a usable website because there is a gonna be a menu with the key names of each section of the site so that no user gets lost and knows where everything is at any time. Also if the users don´t know something about the webpage there will be a section with tutorials about how to use the website. Also the page is a gonna be prepared for cyber attacks, and also will have a good optimization so that the page always runs smoothly and without interruptions.

User Needs

The webpage will cover every pc gamer user needs, if they don´t know how to defeat a boss of a game then they can search the name of the game in the webpage and then the walkthrough for that game will appear, and every pc games will be included in our page.

Also there will be a section of the top sellers of the month and a lot of books that the community writes about a game and then they can put a price to there book (of course there is a limit of the lowest price and the highest price). Before purchasing a book there is also a review of people who already bought the book or read it online.

In the webpage the books in general are free, but the books that the community writes are not, only are free if the writter wants it that way, but the thing is that there is a membership service, which means that you can purchase the membership by paying and you can access all the books on the site as long as you have an active membership.

As the books are written by the community, the page must be updated at least twice a day, so that the writters and the users can upload or read their books without problem.

Information Architecture

There will be a menu at the top of the website, where is all the sections of the page (guides, pro tips, books, tutorial). To access into a section the users will only need to left click the mouse on the word in the menu and it will lead you to the corresponding section. At the bottom of every page of each section there will be some information for the users so they can contact us if there is a problem with the page or some ideas which can make the page better.

Content Strategy

Everything that the page has I already mentioned it so lets make it more simple here.

The content that the page gonna provide are first of all the guides of every pc game existed, then the second thing is the tips from esports game players that will make you get higher in your elo, then the next thing is the most popular thing of the page and that´s is the books, but those are not any books, these books cannot be found anywhere, because they are written by users of the page, people who like the videogames and read/write books, that´s what make this page so good and so special. There is a section of how to use the page in case that someone doesn´t know (I doubt it because the design and the organization are very clear and it´s easy to use). And the last thing is at the bottom of every page there is gonna be a botton which leads you to another page where the users can let us a comment telling us how we can improve it, to make the page even better.

Usability Testing

I´m gonna use AB Testing for my page, it consists of 2 design of the same page, just changing some keywords and upload one and the next month change it to the another one, and see the results.

The keywords that we are gonna change is about hook the user when they go in, so in one design we are gonna use normal words to express both positive and negative things, and then the another design will be exactly the same as the first one, but changing the words which can express negative tones to words that means the same but gives another feeling to the user so they don´t see it as something negative.

And finally we see the results and choose the design with the better result.

Accessibility Compliance

There so many times that the pages are not well optimized that becomes annoying, so that´s why we do everything that we can to make sure that the pages are always 100% optimized and work correctly so the users won´t become annoying with the page and they can stay.

The accessibility standards that we are gonna use are WCAG and ADA.

Conclusion

This page is directed to every user that love readings, but is more specialized in gamers, and the design of the page are self-made, I chose the colors base on the most gamer articles, and they use neon colors, just like you can see here on the links of some products.

Headphones: https://www.pccomponentes.com/logitech-g733-lightspeed-rgb-auriculares-con-microfono-inalambricos-gaming-negros?campaigntype=pmax&campaignname=pmaxOfertastop&gclid=CjwKCAjwyY6pBhA9EiwAMzmfwaRPeutj2bg-CIN1QpsxVjFGl3FS4UELlTkLMGtnk_oPnahtYiwC8BoCWQUQAvD_BwE

Keyboard: https://www.pccomponentes.com/tempest-diablo-teclado-mecanico-gaming-rgb-switch-red

Mouse: https://www.pccomponentes.com/newskill-eos-raton-gaming-professional-rgb-16000dpi

The typography that I chose are the most similar to the typography of the games, and I think it´s easy to read for the eyes and don´t get tired if you read for a long time.

Bibliography

https://blog.hubspot.es/website/como-ejecutar-una-prueba-ab

https://www.w3.org/WAI/standards-guidelines/wcag/es

https://www.access-board.gov/ada-es/