Plataforma Web para Juegos de Rol y Mesa (Axyz Games)

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This project represents a unique opportunity for the academic community to explore how technology and service integration can transform traditional industries. It is expected that the conclusions and findings of this project will contribute to the understanding of intersectoral dynamics and the growth of research in this area.

I. INTRODUCTION

The purpose of this document is to present the AXYZ GAMES project, an innovative initiative aimed at revolutionizing the market for role-playing and tabletop games in Mexico and Latin America. AXYZ GAMES emerges in response to the unmet needs of enthusiasts of these games, offering an e-commerce platform that will provide a wide range of products and services, from manuals and figurines to both proprietary and third-party board games. Additionally, in its first year of operation, AXYZ GAMES will launch an exclusive collectible card game, integrating Augmented Reality technology for an even more immersive experience. This document will detail the scope, objectives, justification, vision, mission, and other relevant aspects of the AXYZ GAMES project, highlighting its potential to transform and enrich the entertainment landscape in the region.

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A. Purpose

The project document plays a fundamental role in the proper planning, execution, and supervision of the development project for a website for the company dedicated to the marketing of role-playing and tabletop games. Its importance lies in ensuring that the project progresses in an organized, efficient, and satisfactory manner, aligning with the objectives and expectations of all individuals and entities involved in the process.

B. Audience

This document presents an innovative project aimed at creating a comprehensive web platform that provides accessible and easy access to role-playing and tabletop gaming products throughout Latin America. The platform will allow users to efficiently explore products from a wide variety of brands. This project represents a significant marketing opportunity for the distribution of these diverse products in Mexico and Latin America, where distribution is scarce.

C. Acronyms and abbreviations

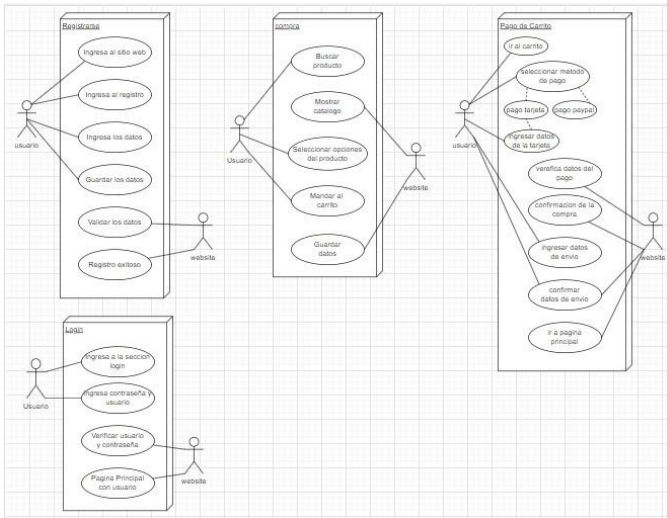(SEO) Search Engine Optimization

II. GENERAL OBJECTIVE

The overall objective of AXYZ GAMES is to offer a more accessible alternative to Mexican consumers through the creation and management of a digital platform that is both user-friendly and professional. This platform will not only facilitate the acquisition of role-playing and tabletop gaming products but also serve as a central point for those products that would otherwise be harder to find in the Mexican market. The goal is to establish an online presence that not only simplifies the purchasing process but also encourages consumer engagement through a comprehensive experience, including engaging content, social media interactions, and the provision of detailed product information. Through this platform, AXYZ GAMES aims not only to provide accessibility but also to build a strong community of role-playing and tabletop gaming enthusiasts, thus creating a meaningful connection with its audience, and positively transforming the landscape of product acquisition in the Mexican market.

Proyect Objective

II.I. Design and develop a web platform that allows the sale of different role-playing games.

II.II. Investigate and analyze the impact of this convergence on user experience and market strategies.

II.III. Contribute to the body of academic knowledge by documenting best practices and lessons learned in the implementation of similar projects.

III. Requirements

A. Functional

- User Registration: Users must be able to register on the website by providing information such as name, email address and password.
- Login: Registered users must be able to log in to their accounts with their credentials.
- Product Search: Users should be able to search for products available in the catalog using filters such as category, price, etc.
- Shopping Cart: Users should be able to add products to a shopping cart and proceed to the online checkout process.

B. Non-functional

- Performance: The website must load fast and offer efficient response times, even on slow Internet connections.
- Scalability: The system must be scalable to handle future growth in terms of users, products, and pricing.
- Usability: The website must be intuitive and easy to navigate, with an attractive and friendly user interface.
- Mobile Compatibility: The website must be fully functional and responsive on mobile and tablet devices.
- Availability: The website must be available 24 hours a day, 7 days a week, with minimal downtime for scheduled maintenance.
- Search Engine Optimization (SEO): The website must be searching engine optimized to improve your online visibility.

IV. DIAGRAMS

ENTIDAD RELACION

MODELO RELACIONAL

DIAGRAMA DE SECUENCIA

DIAGRAMA DE CASOS DE USOS

RECONOCIMIENTOS

Nos gustaría expresar nuestro más sincero agradecimiento al personal docente por su apoyo, orientación y la invaluable contribución de sus conocimientos en la realización de este proyecto. Su compromiso con la educación y su pasión por transmitir conocimiento son evidentes en su dedicación a nuestros proyectos y a nuestro crecimiento académico y profesional. Nos sentimos afortunados de contar con profesores tan talentosos y comprometidos en nuestras vidas.

RECONOCIMIENTOS

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