

***GAMER DUDE***

**IPT Assignment**

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<b>Problem/Solution and Justification</b>	<b>2</b>
<b>Interview Questions</b>	<b>3</b>
<b>Feasibility analysis</b>	<b>3</b>
Economic Feasibility	3
Technical Feasibility	4
Schedule Feasibility	4
Operational Feasibility	4
<b>GANTT</b>	<b>5</b>
<b>Implementation</b>	<b>6</b>
Conversion Method	6
Summaries	6
What is best for Gamer Dude?	6
Social and Ethical	7
<b>Storyboards</b>	<b>8</b>
Navigational Flowchart	8
Wireframe	9
Storyboard	10
<b>Context Diagram</b>	<b>13</b>
<b>Testing, Evaluating, &amp; Maintaining</b>	<b>14</b>
<b>Journal</b>	<b>14</b>

# Problem/Solution and Justification

Gamer Dude is a store in Sydney that has an existing online presence, however its functions are quite limited. The owners would like to be able to showcase their sale catalogue, as well as to have the ability to sell directly online. To solve this problem, the owners have commissioned a website. The website will allow for Gamer Dude to establish a unique and distinct style. While yes they can sort of do this on Facebook with images and banners, a website will allow for complete autonomy and style decisions. This new website will link back to their Facebook Page, and in future could incorporate working ecommerce sections that can also link directly to the page. One other issue that can be solved with this website is people being able to find the business. Currently they are on Facebook, yet so are millions of other businesses, with little to no control over how visible you are. With a website the owners will be able to optimise their SEO to allow for high visibility when people look for gaming stores in Sydney.

## Interview Questions

What are your current audience demographics?
What are your aims for creating a website?
What is your budget for this project?
Do you have any other online presence other than Facebook?
What style of design are you looking for?
Surveys of loyal customers of what changes they might be looking for
Measure and observe the audience stats and movement on the website when it is built (for improvement in future). This could be achieved with tools such as <a href="https://simpleanalytics.com">simpleanalytics.com</a>

## Feasibility analysis

### Economic Feasibility

This project will be economically feasible, due to the fact that these days hosting and domain providers can be quite budget friendly. If domain hosting is estimated at \$15 a year, and hosting on Netlify's free plan unless bandwidth is exceeded. Economically this can

create more money for the business, since websites usually rank higher in search engines, bringing in more customers and revenue.

## **Technical Feasibility**

The website will be made using current technologies such as HTML5, CSS, and Javascript. It will use a payment system such as Stripe or Shopify for ecommerce sections down the road. If the business decides to use a fully automated ecommerce system on the website (since at the moment they are only requiring some aspects of that) they would be able to connect to an in person POS system as well.

## **Schedule Feasibility**

The schedule for this project should be feasible to follow through with. The has a due-by date of 26/07/2021, and if not followed there would likely be conversations about payment changes.

## **Operational Feasibility**

Can integrate with current systems, and will be easy to use for employees to access and manage. Employees will be able to access the details from the forms in a simple program where they will be able to promptly respond/call the customer back.



# Implementation

## Conversion Method

### Summaries

**Direct conversion** - This method involves the old system being completely dropped and the new system being completely implemented at a single point in time.

**Parallel conversion** - The parallel method of conversion involves operating both the old and new systems together for a period of time. This allows any major problems with the new system to be encountered and corrected without the loss of data.

**Phased conversion** - The phased method of converting from an old system to a new system involves a gradual introduction of the new system whilst the old system is progressively discarded. This can be achieved by introducing new parts of the new product one at a time while the older parts being replaced are removed.

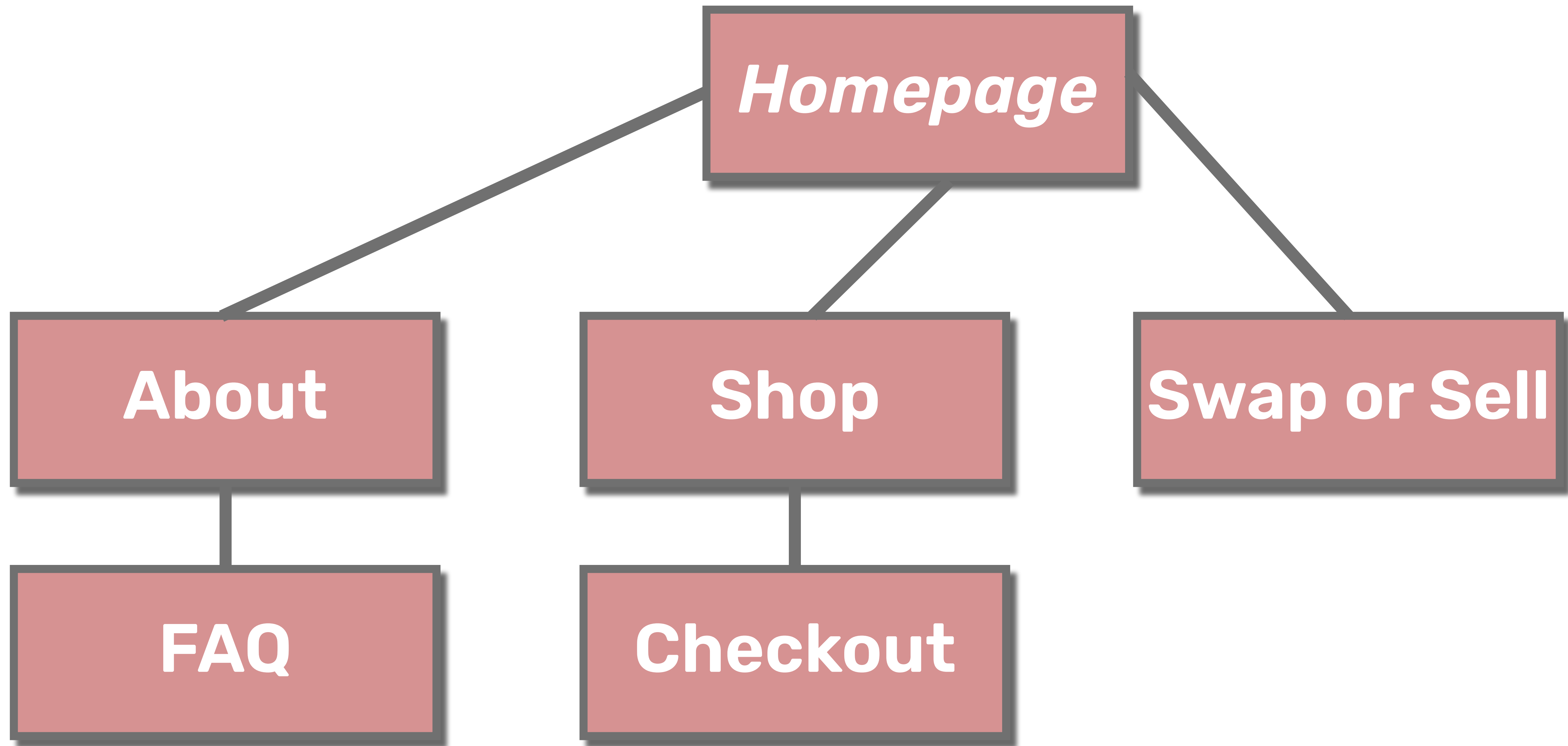
**Pilot conversion** - With the Pilot method of conversion the new system is installed for a small number of users. These users learn, use and evaluate the new system. Once the new system is deemed to be performing satisfactorily then the system is installed and used by all.

### What is best for Gamer Dude?

The Parallel conversion method is likely best suited for this company. Currently they have a successful and popular Facebook group, and there is not really much point removing that from the equation. Having both a website and a Facebook Page will help bring in extra customers on search engines.

## **Social and Ethical**

There aren't all that many social and ethical implications with this project due to the fact that it is trying to get people to come to the in person store. Which is a benefit because it can create employment as the store becomes more popular. However if the business decides to go down the path of making ecommerce a major part of the business model and website, that could have social and ethical implications for the workers at the store. This is simply because the more transactions that are online, the less of a need the owners have for employees in the physical store. Possibly ending in letting the employees go when they aren't needed anymore because the website replaced them. One other social implication that would require consideration is accessibility. The developer would need to make the website accessible for all different needs, one example of this would be to make the site responsive, or to add alt text to images and forms.





# Wireframe

## Examples

# GAMER DUDE

SUB TXT GOES HERE  
MINI TXT

★ FIND US

ABOUT SHOP SWAP CART

WHO WE ARE

LEARN MORE

NAME	PRODUCT
\$ 42	
TEXT HERE	
IMG	

About Shop Swap or Sell Cart

# GAMER DUDE

SWAP or SELL

Text here

First Name

Last ~~or~~ Name

Ph No.

Email

Product Name

Brand Name

Details

SUBMIT

Credit

Button ★ Find us Button

Copyrights



# GAMER DUDE

A COMMUNITY CENTERED GAMING  
STORE IN THE CENTRE OF SYDNEY

WE DEFINITELY EXIST.

BUTTON

BUTTON    BUTTON    BUTTON    BUTTON

## WHO WE ARE

content here

BUTTON

## PRODUCT

content here

BUTTON

## CONTACT

content here

BUTTON

Credit

BUTTON

BUTTON

BUTTON

Copyright



# BUTTON

# WHO WE ARE

# BUTTON

# COMMUNITY

content and image here

# BUTTON

# Copyright



BUTTON

BUTTON

BUTTON

BUTTON

# ***GAMER DUDE***

SWAP/SELL



BUTTON

Credit

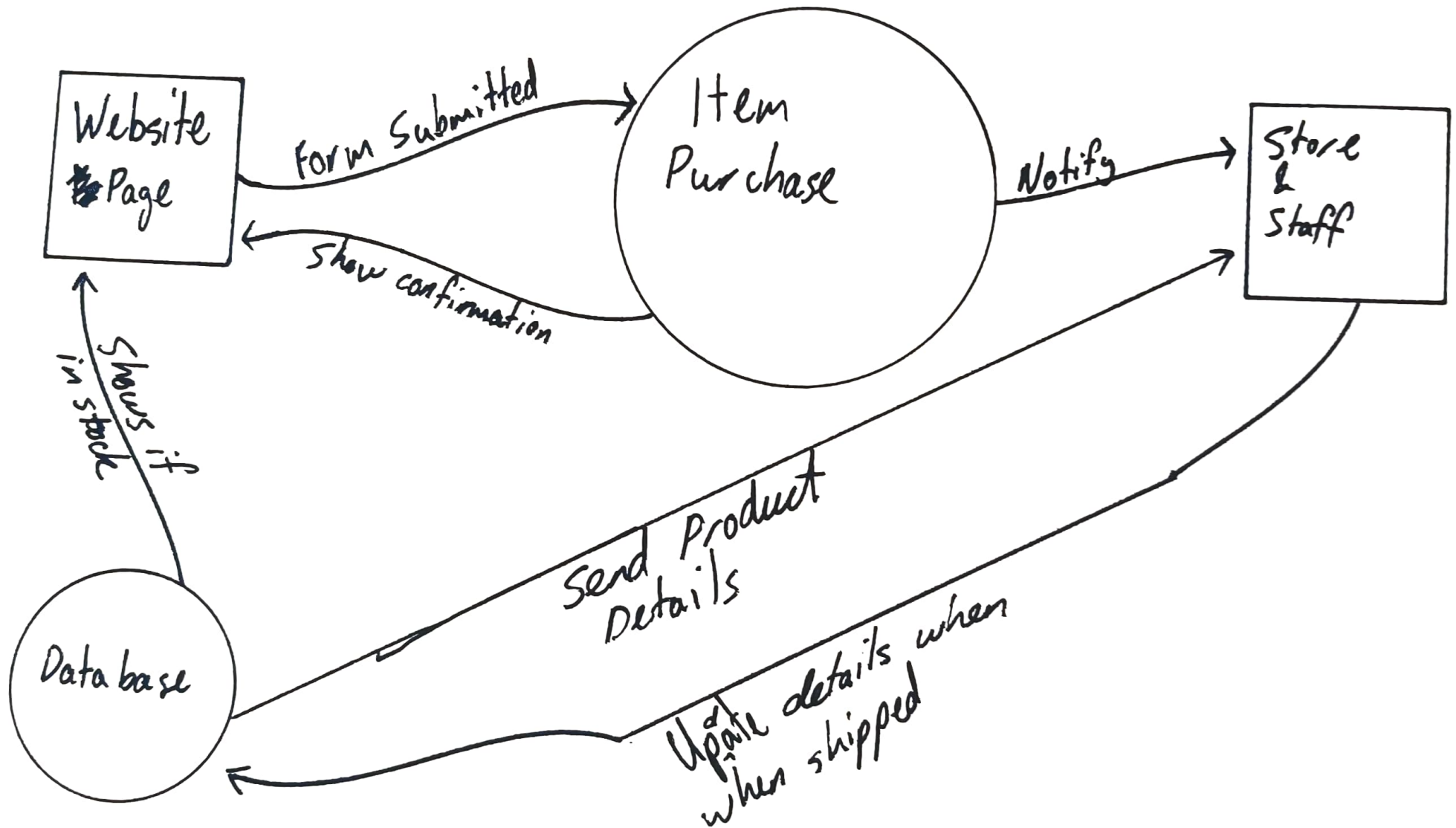
BUTTON

BUTTON

BUTTON

Copyright

# Context Diagram



# Testing, Evaluating, & Maintaining

The system was tested and deployed to make sure it works on the server, as well as on mobile devices. The site is responsive and works on very little data. One way that we made the performance faster is by using minimal JavaScript, as well as making the background image as mini radial gradients instead of a large image, which makes the website load faster. The site achieved a 92 out of 100 on the Google PageSpeed Insights test, loading quickly for anyone opening the website. It is easy to use for users and customers since everything is simply shown in a layout that is simple to read and navigate. The Gamer Dude website will not need much maintenance as it is right now, however it is ready to upgrade to a proper ecommerce experience with the building blocks already in place. If this is to occur, then regular maintenance of the website will likely be required to improve the experience for customers.

## Journal

Date	Description
4/06	Today was the day where we were given the assignment, we went through the assignment during the lesson.
6/06	Started to think of ideas of how to create the website
9/06	Many lessons were dedicated to other work instead of the assignment
17/06	Started working on the problem and solution
18/06	Started on interview questions but was confused, had to postpone working on that. Also worked on the timetable/gantt
23/06	Created context diagram and storyboard. Had issues with replicating background design but managed to use repeating grid patterns in Adobe XD.
25/06	Transitioned to online learning. Worked on design. Had to figure out the layout since we needed a certain number of pages. This was a bit of a problem because I had thought it might look good as a one or two

	page website but had to change that idea.
1/07	Started working on HTML
5/07	HTML Layout was finished for the homepage, now to create the CSS. CSS was a bit more difficult because of the shadows I wanted to create.
13/07	Today I created the footer section and started creating the form. One issue that I ran into was when I was creating the forms, the placeholder text kept changing back to a grey colour instead of white. Which meant I had to figure out how to change the attributes for the placeholder.
15/07	I was adding images to the featured product section today, and was having issues with the sizing and placing of the images. I ended up having to change the margin settings because it kept floating to the right or left.
20/07	Created FAQ drop downs, I had to research how to do this because I couldn't remember what HTML elements I had to use.
23/07	Finalising button links.
25/07	Finishing small details. Connect hosting.