**Overview:**

The goal is to create a website that serves as a way for users to rank different forms of entertainment and build a community for like-minded people to discuss and grow together. The website will rate anime, music, video games, books, and other forms of entertainment. The vision is to create a uniform utopia where every entertainment consumer can co-exist together.

**Competition**

An example of what we envision is what My Anime List (Mal) has done. My Anime List is a website where users can list every anime or manga they have watched or read and rank them. My anime list also serves as a discussion page where we can see the total ranking of every anime on the site, discuss specific anime and form a community with people who have the same taste as them.

[My Anime List](https://myanimelist.net/)

We plan on doing something similar to this but on a grander scale. This will set us apart from MAL because we plan on incorporating anime, music, gaming, and even movies into our catalog.

**Usage or Benefit:**

The primary thing that sets us apart from MAL is our website’s scope. We want our website to be synonymous with all online entertainment rankings. Just like Rotten Tomatoes is synonymous with the cinema-going experience, we want to be that but for all forms of entertainment. We plan to create a better user experience than MAL, our only competitor. As of right now, there isn’t a massive demand for our service, but that doesn't mean it can’t be helpful. There’s a void right now, and we have the perfect solution to fill that void.

**Users:**

We plan on targeting every age group and assimilating them into our universe. A 15-year-old male who loves power rangers can log into the website, make an account and join servers discussing his favorite series in the power rangers universe. We can say the same for a 65-year-old user who loves James Patterson, and his book series; they also can use the website and find like-minded users.

The purpose of creating a multi-layered website with different entertainment is that it will also be useful in introducing others into certain forms of media. For example, let's bring back our 65-year-old user named Jocelyne, who signed up for the website just to discuss James Patterson novels and just those novels alone. But because others are also using this website to discuss anime and video games, it can introduce Jocelyne to anime because she saw it on the front page or a discussion forum about it.

**Discussion Forum:**

After a user has created an account and made their ranking of shows and music, they can join the discussion servers of said show or music. They can always access it anytime and discuss it. We will divide this discussion forum into subsections like a server to discuss specific episodes, characters, scenes, and the rest.

**Messaging:**

Another feature we would add to the website to create a community is messaging other users. For instance, Josh is a user who loves Black Clover, and he has nothing to watch right now because the anime is on hiatus. He needs something to replace that void, and he could privately message another user in the Black Clover server if there’s a show similar to it.

Messaging other users wouldn’t be tied down to just among server users. Messaging can be done with any user who has their profile public.

**Issues:**

An issue that might occur if users make their profile public is that it might lead to bullying and harassment by some bad apples in the community. Even though toxic behaviors can’t be controlled, we can prevent this by having users rank each other. If a user has a score beyond a certain level, we might ban them from using some features like joining a server or sending messages to users they aren’t friends with. This punishment will be temporary, but we will ban them off the platform if the behavior continues. Another way we can prevent harassment in the community is to allow users to report rotten eggs. Specific users will control every server, like moderators similar to Discord. Said moderator has power over the server and can ban or limit a user from accessing features in the server.

**Growth:**

The perfect way to grow our user base is through word of mouth. We can increase the website by first introducing the students of RPI to using the website and telling us their opinion on it. RPI is the perfect place to get users of every age and every taste. We can launch the website by introducing it to the various clubs in the school and asking them to beta test it.

Another way to grow the ITWS website is by having users share their rankings to other social media. Spotify is an excellent example of this. At the end of every year, Spotify ranks every user's favorite music and podcast, allowing users to share this list with the public on social media. Since the ranking is personal and user-generated, users can post their specific orders to other followers on other social media. By doing this, users on Twitter and Facebook who aren’t users of our website can make accounts.

**Website Layout:**

