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Excalisoft Website Redesign
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Excalisoft



T.O.C.

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Excalisoft is a video game development company founded by two friends – Johan and Robin. Notably, Excalibur is considered an Indie developer and has a very small staff consisting of only three full-time employees. The company has currently released two full-fledged games, one an online rpg known as ‘Sagamore’, and another 2D platformer known as ‘Pilot Perils’. The goal of the company is to make fun, high-quality games that both the staff and the players can enjoy.

Excalisoft currently has multiple websites. One is dedicated for the company itself and is a one-page scrolling site. The other two are separate sites entirely for Sagamore and Pilot Perils alike. The company is looking for a new website because the current sites are not up to par with the level of professionalism displayed by the games they develop. Currently, the sites purpose is to inform the viewer about the company, display the games briefly, and provide job openings at the company. Excalisoft is very active on social media but this is not reflected in the website as there is no location to view the most recent updates. This adds to the outdated feel of the website currently.



Robin and Johan are looking to have a fresh perspective on a new website that will focus on the games they showcase, provide consistent updates on the development of current and future projects, and also inform the viewer about the company and any job listings available. One particular feature that Robin and Johan are hoping to get rid of is the continuous scroll. The new website needs to target the intended audience which is primarily young gamers interested in rpgs and mobile games. The success of the new site relies heavily on the modern portrayal of the video game company and its projects. An ideal website would incorporate distinct imagery, such as screenshots from the games (Pilot Perils and Sagamore) while also providing a narrative for the company and transforms Excalisoft into a place that people desire to work at.

Current users are found to view the site for only a brief period and only once. The site proves to have little important information and does not engage the viewer to continue to check back. It is important for the viewer to understand first and foremost what the company stands for and why it is a great place to work - and then about the games and what makes them so unique. Gaming is at the heart of everything that Excalisoft stands for and that needs to come through in the new website.

Robin and Johan have both worked with designers in the past but often it was only for a brief working relationship. Frequently, designs from previous designers did not meet the deadlines they expected. Finally, all the content necessary for the new website is located on the current site and any other imagery, videography, or information can be located through discussion with Robin and Johan. Hopefully, the new website will breathe new life into Excalisoft and engage its current player base.









