A) Defining Product

1. The problem my website addresses is review and critic websites not being genuine with their ratings, or having an unfair bias against some form of content.
2. My product idea is to have a 'perspective based' review site, where reviews are split into categories depending on someone's stance on the genre of the media. For example, a Sci-Fi movie might have three reviews; one person who loves Sci-Fi, one person who doesn't like Sci-Fi, and one person who likes some Sci-Fi. This solves the problem because the reviews are genuine and from fellow fans, not critics or people who are paid off.
3. My website best fits under the category of a media website.
4. My mission statement is to allow audiences to find real, genuine reviews that most accurately aligns with their perspective on a genre or piece of media.

B) Profile

1. Demographics
    a. I would probably say the demographic for the website would mostly be people in the range of 18-40.
    b. I would say the gender distribution would be 60/40 male/female. I think that this mostly stems from the video game portion of the site. I do think that the split is close to 50/50, but it leans a bit more towards males.
    c. There's no specific region for this type of demographic, as media is a very universal thing. I do believe that it would predominantly be composed of people from North and South America, as well as Europe and a bit of Asia.
    d. I think that entertainment & media of this kind lean more towards people who live in urban or suburban areas.
2. Socioeconomic Details
    a. I would say that the average income for most visitors would be comfortable to lower middle class. Considering that this age range contains students in college and people starting their careers helps bring the average down.
    b. I don't think that this type of content can really have a predictable 'degree' that users have. I think that High School diploma and Bachelor's would probably be the most common level of education.
    c. Once again, there is no set 'marital status' for this type of broad profile. I think single and small families would probably be the largest types.
    d. The occupation can vary extremely due to the broad audience type this website will cover. It could range from things like retail (perhaps students and young adults), to trades (young adults and older adults), to business and engineering (young adults and older adults).

      e.   Their work hours can range part time (for students), to full time (older adults).
3. Web Behavior
      a.   The distribution for web usage varies heavily based on what part of the demographic we are looking at. I think that people at the far end of bracket (such as ~40), probably use the web a lot less than the rest of the demographic. Generally, I say web usage is high.
      b.   Devices can range from phones, to tablets, and computers.
4. Chart (Generated W/ help from ChatGPT)

Alex Carter	Male	22	Austin, Texas	College Student	$18,000 / yr	Heavy gamer, streams movies/TV daily, active on Reddit & Discord, trusts peer reviews over critics
Maya Singh	Female	29	Toronto, Canada	Marketing Specialist	$55,000 / yr	Binge-watches TV shows on Netflix, moderate gamer, uses YouTube/Twitter, seeks authentic reviews before committing to new media
Jordan Lee	Male	35	London, UK	Software Developer	$80,000 / yr	Tech-savvy, plays indie games, watches films weekly, active on forums & niche review sites, values honest and diverse perspectives

5. List of tasks (generated with help from ChatGPT)

1. To find **authentic reviews** that match their taste (not biased critic reviews).

2. To see how **different perspectives** (fans, skeptics, casuals) experience the same movie, game, or show.

3. To get **recommendations** based on what type of viewer they are.

4. To share their own experiences with the community.

5. To discover new media without "wasting time" on something they won't enjoy.

6. To engage in **discussion and debate** with others who see things differently.

1. Alex Carter (22, Student, Gamer/Streamer)

- Browse reviews of the **latest sci-fi game release** to see what fans vs. casuals think.

- Upvote or comment on reviews from others who share his taste.

2. Maya Singh (29, Marketing Specialist, Binge-Watcher)

- Look up a **new Netflix show** and read reviews from people who are *casual sci-fi fans*, since she's unsure about the genre.

- Create a watchlist based on authentic reviews.

3. Jordan Lee (35, Developer, Indie Enthusiast)

- Search reviews for a **niche indie game** to see if both fans and skeptics recommend it.

- Post their own review with emphasis on **diverse perspectives**.

- Engage in a thread debating why mainstream critics missed the mark.

C) Planning

1. Primary Goal
   a. The primary goal of the website is to display reviews for movies, tv shows, and video games.
   b. The primary action users will take is to browse the catalog of reviewed media and discuss with others why they agree or disagree with the reviews.
2. Content & Features
   a. Some critical pages include: Home (Display latest releases and to have options to go to Movies, Shows, or Video Game catalogs), About (to help distinguish this website from other review websites), Catalogs (for users to browse through different shows, movies, or games), content review page (for users to see how a piece of media was received, and to engage in discussion on it).
   b. My homepage will highlight latest or 'trending' media that has been reviewed, as well as buttons to go to the Movie catalog, the Show catalog, or the Game catalog.
3. Look and Feel
   a. https://www.firewatchgame.com/ This one website I found I think would be a big source of inspiration. Finding this felt really nice; I love the colors and how it doesn't feel as 'professional' as a lot of other websites do. I think that the colors, font, and the layout all make it feel like it has a lot more life. I think that the primary audience for my website will appreciate this type of design more than a minimalist or more corporate design.
   b. I would say the design should be more playful than anything.
   c. I don't have a huge preference for fonts. In terms of the color scheme, I want something that feels warm and welcoming, similar to the website that I sent.

D) Designing & Prototyping

SDLC Timeline & Approach, created with help from ChatGPT.

1. Implementation (Weeks 1–5)

- **Homepage:**

  - Add "Latest/Trending" section.

- **Catalog Pages:**

  - Separate for Movies, Shows, and Games.

  - Genre filtering.

- **Search Bar:**

  - At least a basic input that filters titles on the frontend.

- **About Page:**

  - Static text and branding.

- **Media Pages (per title):**

  - Overview info (poster, description, genre).

  - Reviews section (seeded with static/mock reviews).

  - Discussions section (seeded with example posts).
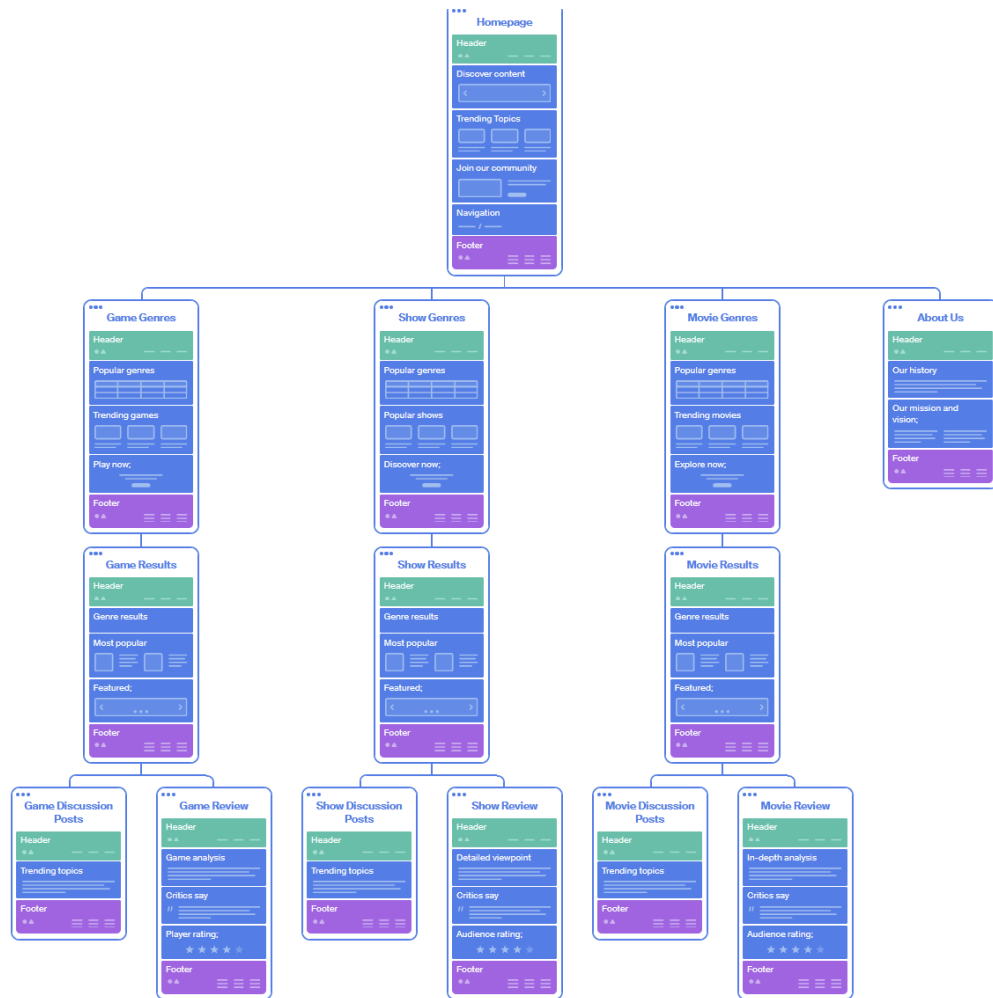
2. Testing (Week 6-7)

- Check all links, buttons, and navigation.

- Verify that search bar filters results correctly.

- Test catalog browsing and genre filtering.

Original Logo
1. Product Name: TrueTake (Made with help from Pixlr X AI)

3. Site Map (Made with Octopus.do)

Homepage

Header

Discover content

Trending Topics

Join our community

Navigation

Footer

Game Genres
Header
Popular genres
Trending games
Play now;
Footer

Show Genres
Header
Popular genres
Popular shows
Discover now;
Footer

Movie Genres
Header
Popular genres
Trending movies
Explore now;
Footer

About Us
Header
Our history
Our mission and vision;
Footer

Game Results
Header
Genre results
Most popular
Featured;
Footer

Show Results
Header
Genre results
Most popular
Featured;
Footer

Movie Results
Header
Genre results
Most popular
Featured;
Footer

Game Discussion Posts
Header
Trending topics
Footer

Game Review
Header
Game analysis
Critics say
Player rating;
Footer

Show Discussion Posts
Header
Trending topics
Footer

Show Review
Header
Detailed viewpoint
Critics say
Audience rating;
Footer

Movie Discussion Posts
Header
Trending topics
Footer

Movie Review
Header
In-depth analysis
Critics say
Audience rating;
Footer

4. Wireframes

Discover

Latest / Trending

Join the Community
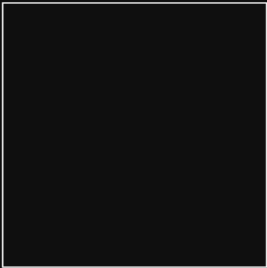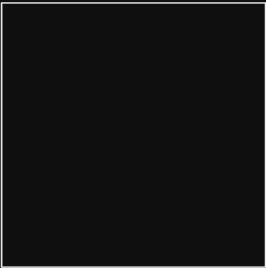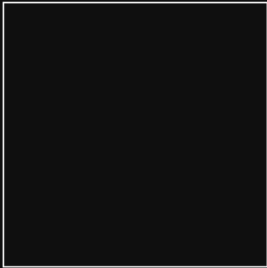
Genres for {SHOW/GAME/MOVIES}
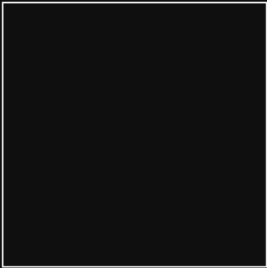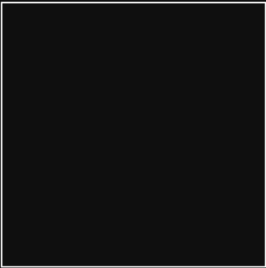
Genre A
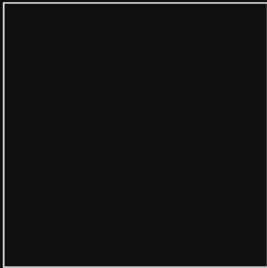
Genre B

Genre C

Genre D

Genre E

Genre F

| Home | About | Movies | TV Shows | Video Games | search |

{SHOW/GAME/MOVIE} title

cover

description

Reviews

| Hardcore Genre Fan Reviews | Casual Genre Fan Reviews | Non-fans of the genre Reviews |

Average
Rating for
perspective

Average
total rating

Reviews

A list of reviews go here.

5. Accessibility

- Some accessibility features I would personally implement into the site would be dyslexic friendly font. This would make it more welcoming to those with dyslexia. In addition, a simple interface and larger font sizes would allow the website to be more friendly to those with visual impairment. If there would be any videos on the website, I would have closed captions turned on automatically, and ensure they are accurate. I will also do my best to ensure the website can be fully accessed and utilized via a keyboard (no trackpads). This ensures that everybody can use the website and feels welcomed.