**WMD ASSIGNMENT DOCUMENTATION**

Website Specifications for Warner Bros

Warner Bros. Website Specifications:

A. Website purpose and business goals:

- The goal of this site is to provide Warner Bros. with an engaging and comprehensive online platform where users can access information, explore movies and TV shows, and interact with a variety of content related to Warner Bros productions. The goal, or mandate is as follows:

- The business goals of the Site include increasing brand awareness, promoting Warner Bros. movies and TV shows, increasing user engagement, and ultimately generating revenue through ticket sales, merchandise purchases, or other related opportunities included.

B. Target market group:

- Demographics:

The target audience of his website for Warner Bros. varies but includes a wide range of people of different ages, genders, and geographic locations. Website content should be aimed at both children and adults.

- Technical suitability:

The target group is likely to be familiar with using websites and digital platforms and is therefore assumed to have moderate to high technical proficiency. However, it is important to ensure user-friendly navigation and intuitive design to accommodate users with varying levels of technical skill.

C. Website or content type:

- His website for Warner Bros. will be a multimedia interactive platform showcasing movies, TV shows, trailers, behind-the-scenes content, breaking news and other relevant information.

- Provides a comprehensive catalogue of Warner Bros. titles, allowing users to explore different genres, search for specific titles, check synopsis, cast details, release dates and access additional promotional materials You can

- The Website may also include features such as user reviews, ratings, personalized recommendations, exclusive content for registered users, and links to purchase tickets and merchandise.

1. Front-end development:

-HTML5:

Used to structure website content.

- CSS3:

Used for website style and layout.

-JAVA SCRIPT

Used for interactive elements, animations, and dynamic content. - SVG (Scalable Vector Graphics):

used to create vector-based graphics and symbols.

2. Backend development:

- PHP:

A server-side scripting language that can manage form submissions, database interactions, and other server-side operations.

- MySQL:

A popular relational database management system "RDBMS" for storing and retrieving data such as movies, TV shows, and user information.

3. Content management system "CMS":

- WordPress:

A widely used CMS with flexible management of content, user accounts and website updates.

4. Graphics and Design Tools:

- Adobe Photoshop or GIMP:

Used to create and edit website graphics such as banners, posters, and promotional images.

- Adobe Illustrator or Inkscape:

Used to create and edit vector graphics such as logos and icons.

Five. Development tools:

- Integrated Development Environment (IDE):

Software tools such as Visual Studio Code, Sublime Text, and PhpStorm enable efficient coding, debugging, and project management.

- version control:

Git and platforms like GitHub and Bitbucket for version control and collaboration.

6. Additional resources:

- Responsive web design:

Use CSS frameworks like Bootstrap and Foundation to make our website adaptable to different screen sizes and devices.

- API integration:

Get movie/show data, trailers, social media feeds, and more by integrating with relevant APIs. - Web hosting and deployment:

A service such as AWS (Amazon Web Services) or a shared hosting provider will host our website and make sure it is accessible to our users.

Future Developments/Recommendations for Improving the Warner Bros Website:

1. Enhanced Personalization: Implementing advanced personalization features can enhance the user experience. This could include recommending movies and TV shows based on user preferences, viewing history, and demographic data. Personalized content can keep users engaged and increase their likelihood of exploring more offerings.

2. Seamless Cross-Platform Experience: With the growing use of various devices, ensuring a seamless experience across different platforms (desktop, mobile, and tablet) is crucial. Investing in responsive design and optimizing the website for mobile devices can improve accessibility and user satisfaction.

3. Interactive Features and Gamification: Introducing interactive features like quizzes, polls, or games related to Warner Bros movies and TV shows can engage users and create a sense of fun and excitement. This gamified approach can increase user participation and encourage them to spend more time on the website.

4. Social Media Integration: Integrating social media functionalities can allow users to share their favourite movies, TV shows, or reviews with their social networks. This can increase brand visibility and generate organic promotion from enthusiastic fans.

5. Advanced Search and Filtering Options: Enhancing the search functionality with advanced filtering options based on genres, actors, release dates, and other criteria can help users find content more efficiently. Implementing intelligent search algorithms and providing relevant suggestions can improve user satisfaction.

6. Seamless Ticket Booking Experience: Integrating a seamless ticket booking system, either directly on the website or through a reliable third-party service, can simplify the process for users interested in attending Warner Bros movies. This can include real-time seat availability, multiple payment options, and digital ticket delivery.

7. User-generated Content and Community Features: Implementing features that allow users to submit their reviews, ratings, or fan art can foster a sense of community and encourage user engagement. Moderation tools can ensure the quality and appropriateness of user-generated content.

8. Performance Optimization: Continuously monitoring and optimizing the website's performance, such as page loading speed and server response time, can enhance user experience and reduce bounce rates. Implementing caching mechanisms, image optimization, and code minification can contribute to a faster and smoother browsing experience.

These future developments and recommendations can help Warner Bros improve user engagement, drive conversions, and create a more involving and enjoyable online platform for its audience than before which may help with various factors like keeping users happy and loyal to our Warner Bros website.

 ADDITIONAL INFORMATION

There are some functions indicated in the wireframes that are not there in the actual websitse, that being the scroll bar feature and change in background colour

Due to some reasons I was not able to edit the features into the website.

And as for the colour, I changed it to complement the rest of the webpage here and there

Below is the link to my Git Hub repository  
https://github.com/cse22-017/WMD-WEBSITE-ASSIGNMENT