Winter Park D&D
Damasio Eli Gerena IV
Project Analysis

Winter Park D&D will allow locals to find, information, locations and groups already playing, to join. Also to give them assistance through quick references and links to in-depth guides. For the local business' it will receive increased visitors and sales through links to their sites, products and location. The Primary goal is the increased availability for the d&d gamers and the sales to these establishments that supply materials as well a space for play.

Competitive analysis: Currently there is no local dnd site. A Social forum site meetup has a few pages with little to no activity or original content related to D&D. However rpggamefind.com is a classifieds for d&d games. Wizards of the coast decides to leave it entirely up to the location only giving official stores that sell their merchandise, up for listing.

Site name: Winter Park D&D(WIP)

Target Audience: Those interested in D&D a tabletop game played in person within the confines of a game shop. The age grouping is usually in the range of 18-30. Average to high proficiency with computers and the internet. Most have low to average income , yet a surplus in time or scheduling.(Information polled among players and newcomers who have come and gone.)

Persona's
Jimmy: Jimmy (20yrs) plays lots of card games and plays rpgs online and offline. He wants to try playing D&D due to its immersion and creative fun. He has high proficiency using computers the internet and using social media with friends. He likes action and group fun. Doesnt want to be overwhelmed by it being complicated. Likes getting things done, meeting new people and a great story.

Workflow:
	-Current:Opens his browser heads to google and looks up local dnd groups. He clicks on the only repeateable answer at meetup.com where a secondary site has you sign up to go to a meeting. The description of the groups are forum styled with none of the content pertaining to dnd. After signing up and replying he will sit and wait for someone to update with a reply to talk to the players.
	-Optimal:Opens his browser and google's d&d groups. On opening our site sees a tab for local scheduled groups. On clicking the tab he can see when they will happen and how many are already attending. Clicking it will open a window asking whether he wanted to participate. If yes the site will open a login or join prompt. On joining he will answer a few questions discerning his experience and current intent. On being returned to scheduling he is prompted to choose his intent to participate or attend as a guest.

This persona fits: Those interested in D&D through which who would like to see people play and find out more before joining a game.

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Jana: Jana (31yrs) has Dungeon Mastered many a game for the past few years locally. Has had many decent times playing, but also noticed many people come ill prepared and are overwhelmed when they come to play. Wants to see more people playing. Needs quick tools to give starting players as well as a good go to when necessary. Also would like to get the word out about local games she is DM'ing. As well as find new locations and people to play with.

Workflow:
        -Current:Looking for specific information:Opens her browser and enters dnd information on scrounging to find a specific reliable source goes to wizards of the coast directly. There she downloads there Q&A pdf they have on download. Then she sifts through it to find what shes looking for.
        -Optimal:Looking for specific info: Opens her browser on finding our site through google or other means she then opens the quick reference tab from the home page. On the reference page she has a set of filters to help get the information in front of her. After adding a few filters she stops having found the quick ref she was looking for.

Returning players: Those in need of quick reminders, good sources, and locations to play. Primarily information and scheduling.

Current Content:
Copy: The copy I will provide through Pull quotes and thematic text.
Current Planned refrences from wikipedia keywords[Dungeons and Dragons, tabletop games , Roleplaying game] also from http://www.dandwiki.com

Imagery: Creative Commons Photos from google images came up with a variety of pictures of varying sizes. Keywords[D20, Dungeons and Dragons, D&D]