White paper – Elazar Kagan – Website project

1. what is your business **TheGameSpot.mcon is a website that includes a bunch of free to play online games.**

2. what is the business ethos **We are a casual gaming website for smaller online games, come to us a simple, easy to use, fun experience.**

3. what do you produce/make/offer/sell **We offer different online games.**

4. who is your target audience **Anyone who is bored and wants some simple fun games.**

5. what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein **The online games we offer are fun but simple for a casual experience. Great for users that are bored or for users that need a break from what they are doing.**

6. do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)? **Users are after specific online games provided by TheGameSpot.mcon.**

7. are they already familiar with the service or product that you offer or do they need to be introduced to it? **Most user are familiar with the concept of online games.**

8. are they looking for time sensitive information, such as the latest news or updates on a particular topic? **No, although from time-to-time TheGameSpot.mcon will release new games.**

9. do they want to discover information about a specific product or service to help them decide whether to buy it or not? **No, all games on the site are free and easy to play.**

10. do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details **No, there shouldn't be any problems with the website but if they have any questions, they are able to contact me at Ekagan@student.touro.edu**

11. will visitors be familiar with your subject area / brand or do you need to introduce yourself? **Most visitors of the website will be unfamiliar with TheGameSpot.mcon as it is a new website, but they will quickly feel right at home as the site is similar to other online gaming sites**

12. will they be familiar with the product / service / information you are covering or do they need background information on it? **Most visitors of the website will be familiar with the idea of online games.**

13. what are the most important features of what you are offering? **Currently we have one game, Bug Smash, but we have a bunch of games to be released soon. The website does have some fun animations to entertain the users.**

14. what is special about what you offer that differentiates you from other sites that offer something similar? **We are a free service with no ads with fun animations on most pages.**

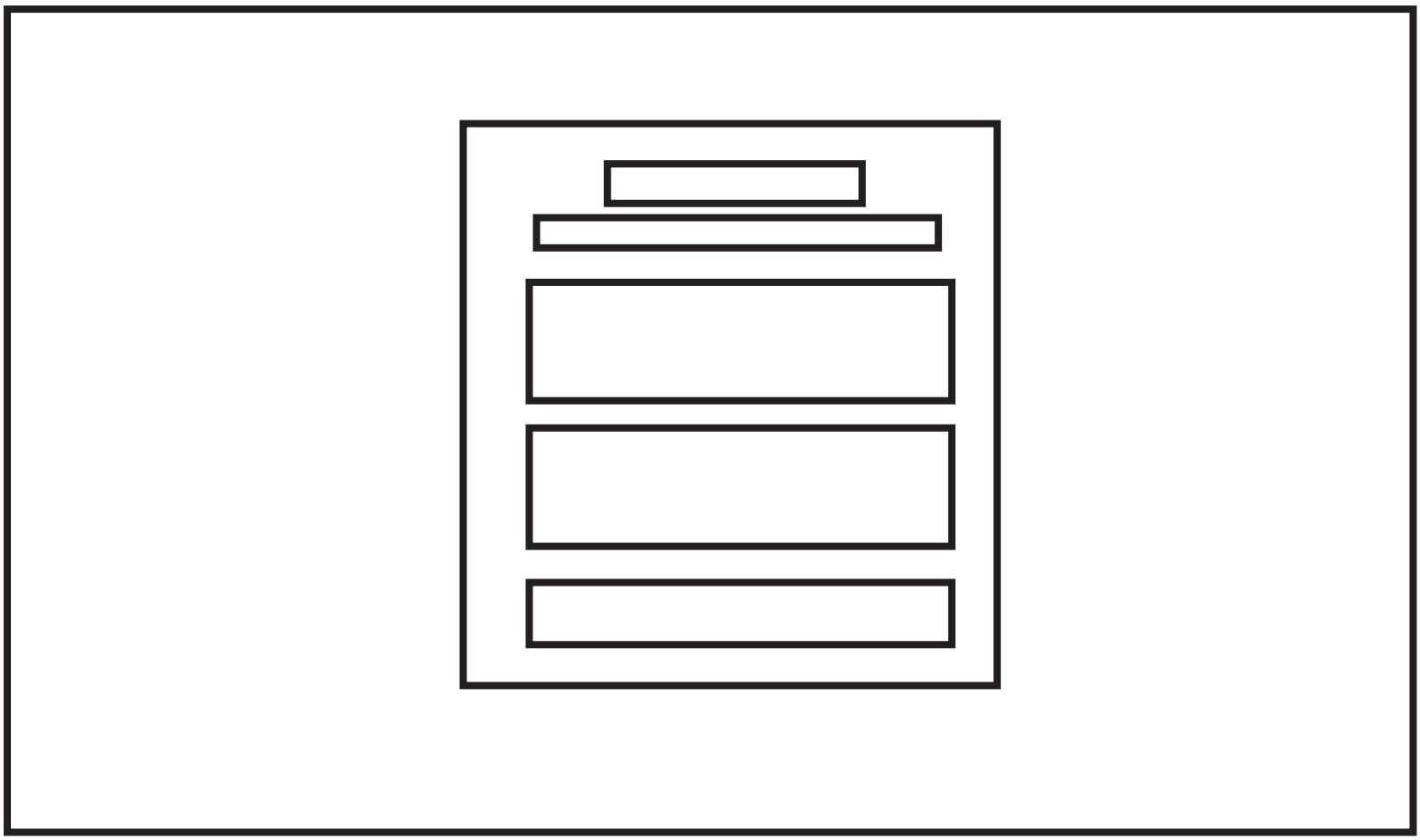
15. once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area **usually not, the information is self-explanatory, But all games have a help button that can be clicked when necessary to teach the user how to play the game.**

Implementation of concepts in visual hierarchy, grouping, and similarity in design:

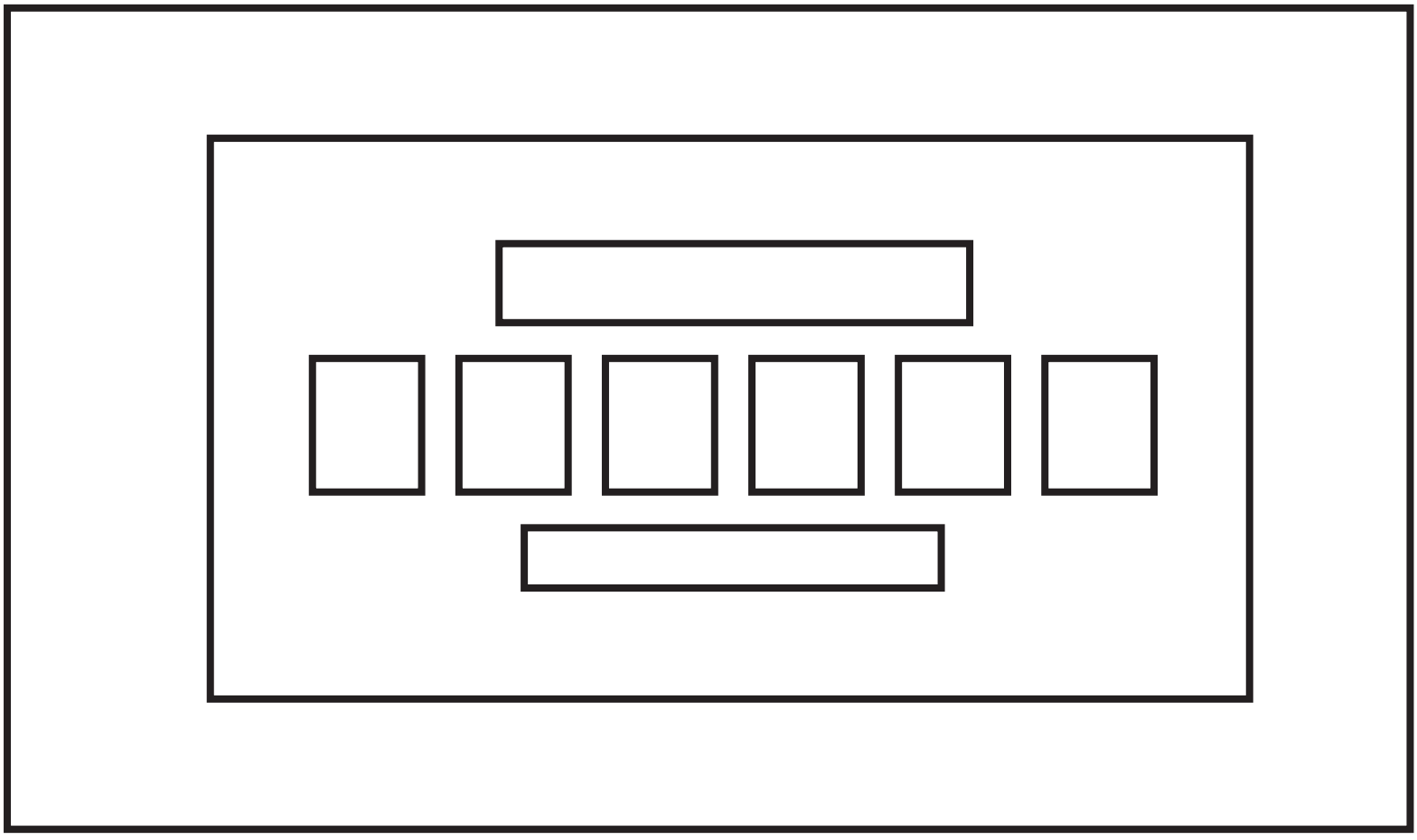
My website uses a fun animated layout designed to attract the type of users that would play online games. These designs include a fun password strength measurer (the background becomes clearer the more secure the user's password is), after logging in the is a load animation with a count down and a welcome to the page with the site title in big and shrinking to regular size. After this the main site page is revealed which has a clean look with 6 clickable boxes (organized by 2 per column) for different games the user could play. Also, there is a cool nav bar which slides out from the left. Overall, the site is fun while still being functional, user friendly, and clean.

Website wireframe (on the next pages):

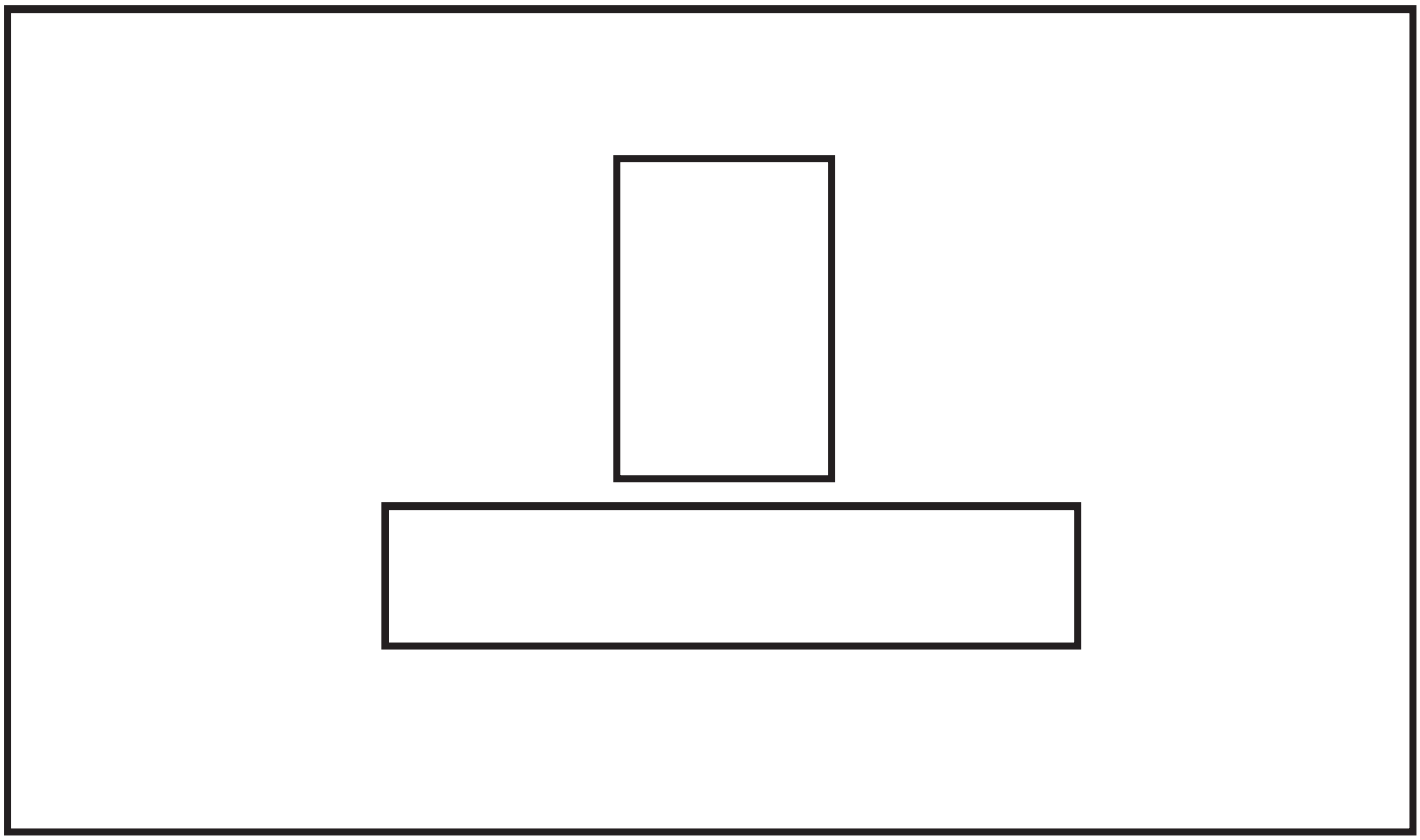
Signin page



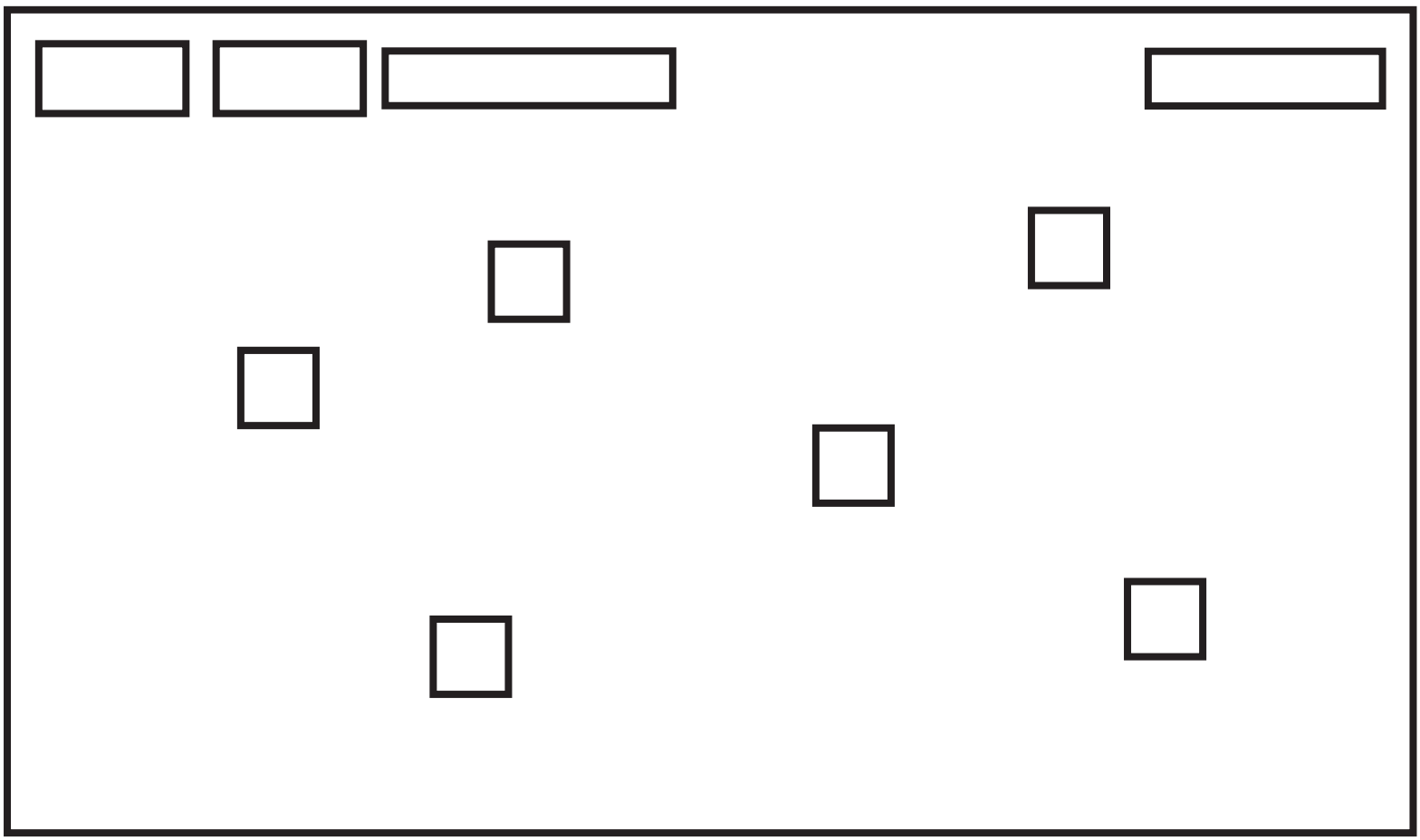
Signin page part 2



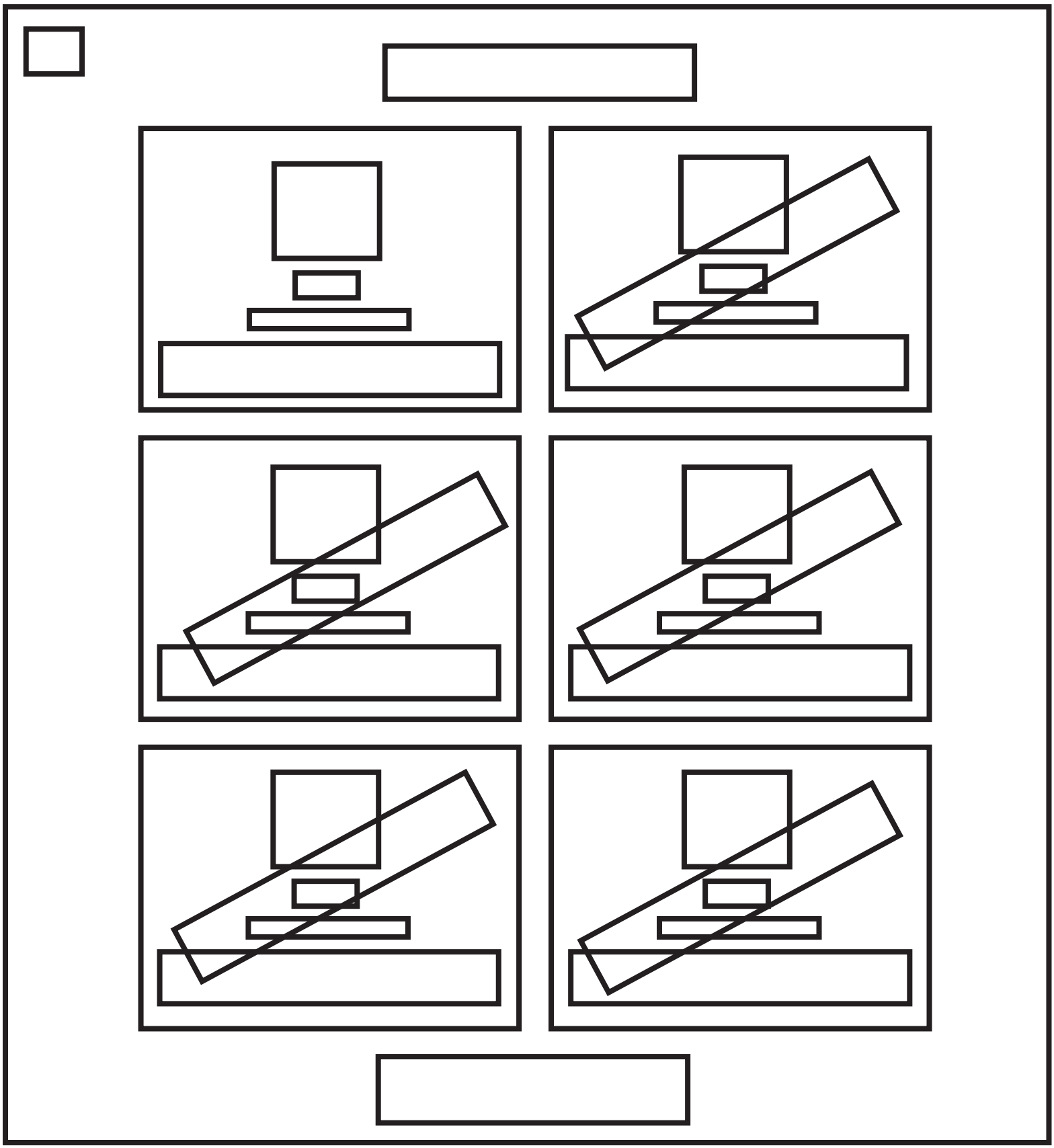
intro to main



Bug smash game



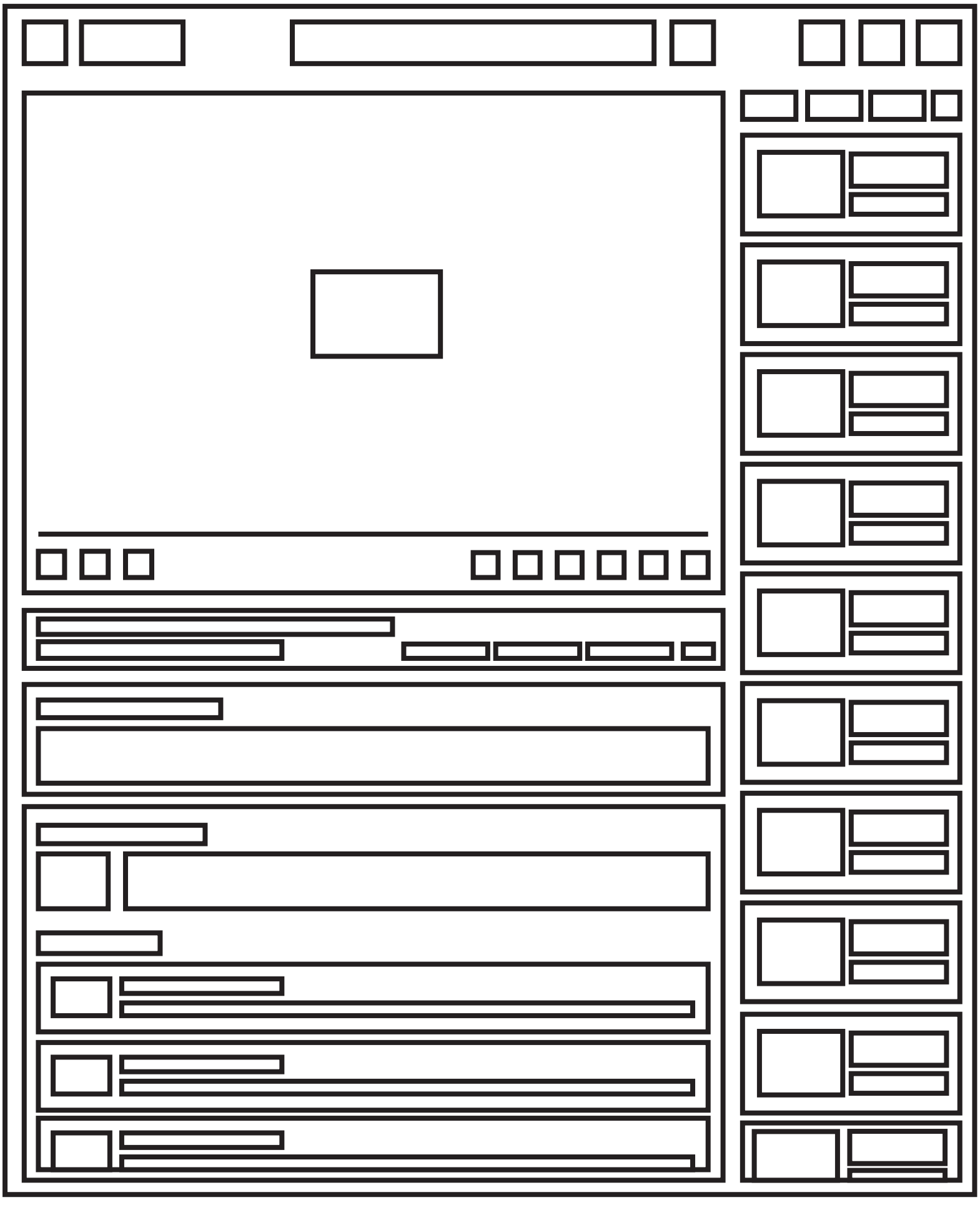
main page



Implementation of concepts in visual hierarchy, grouping, and similarity in design (for YOUTUBE.COM):

Youtube.com is one of the most popular websites in the world. Its main focus is entertainment with medium sized videos. For this content youtube.com is by far the most popular in existence. YouTube does a really good job with organizing it website. The opening page list a bunch of videos the user would be interested in based on calculations done by a highly sophisticated algorithm. The actual video viewing page is also done very well with most of the page being the video playing, the right side has a bunch of suggested videos to play next, on top is a search bar to find any of the hundreds-of-million videos available. Under the video is details about the video, and under that is comments users posted on the video. The whole page is organized very well everything is well placed.

The design is very clean, the background is white (or black in dark mode) with classic black text and the third color of red, matching their logo. The site was recently redone to give a more modern clean look. Now there's more light grey, and round corners.

Website wireframe for YOUTUBE.COM video viewing page (on the next page):

YouTube video page