

Business Overview:

League of Legends Hub is an informational and community-driven website dedicated to the popular online game League of Legends (LoL). It offers a comprehensive platform for both new and seasoned players to explore game strategies, live updates, and engage with the community.

Business Ethos:

The ethos of LoL Hub centers around inclusivity, up-to-date information, and community engagement. Our aim is to foster a welcoming environment where players can learn, discuss, and share their experiences and strategies.

Offerings:

LoL Hub provides detailed game strategies, patch updates, community forums, and a learning center for new players. It's a resource for both learning about the game and connecting with other players.

Target Audience:

Our primary audience includes new players looking to learn about League of Legends, experienced players seeking advanced game strategies, and fans interested in live game updates and discussions.

Motivations and Attraction:

Visitors are motivated to use LoL Hub to improve their gameplay, stay updated with the latest game changes, and connect with other players. We attract users through engaging content and social media interaction.

Information Need:

Users do not need to provide any information. They are allowed to register and login if they want but not required.

Familiarity with Product:

While some users are familiar with the game, others may be newcomers; hence, the website caters to varying levels of knowledge with tailored content.

Time-Sensitive Information:

The website provides time-sensitive updates like patch notes and up to date champions information.

Discovery and Decision-Making:

Players use the site to discover strategies and detailed guides which help them decide on their gameplay style and champion preferences.

Contact and Interaction:

Interaction is primarily digital through forums and social media. The site offers no physical location, focusing instead on online presence and support via email.

Brand Familiarity:

New visitors will find comprehensive guides to introduce them to the site and the game, while returning visitors will find advanced content and community discussions.

Key Features:

Key features include patch updates, detailed champion information, interactive community forums, and a responsive design accessible on various devices.

Post-Visit Engagement:

Common follow-up questions often relate to more detailed strategies or requests for future content, addressed through an forum section and regular content updates.

Technical Implementation:

Using HTML, CSS, JS, and Node.js, the site offers a dynamic and responsive design. Features include async/await for API interactions, a continuous image slider, and a secure RESTful API for user data interactions. The site is designed for scalability and secure user interaction, aligning with modern web standards.