

Sparjax Entertainment is a website dedicated to publishing information about and selling games.

Sparjax Entertainment is a site that allows its brand to be recognizable, in turn leading to more brand recognition when publishing new games. Sparjax Entertainment Also allows for posting information such as trailers or immersive introductions to help get people interested in the world of your games. Additionally, Sparjax Entertainment can allow users to buy games. Its technology will also help users download the distributable after purchase. Lastly, Sparjax Entertainment will provide a great platform for providing customers with the support they need if they ever run into problems – no matter what the problem may be.

Personas:

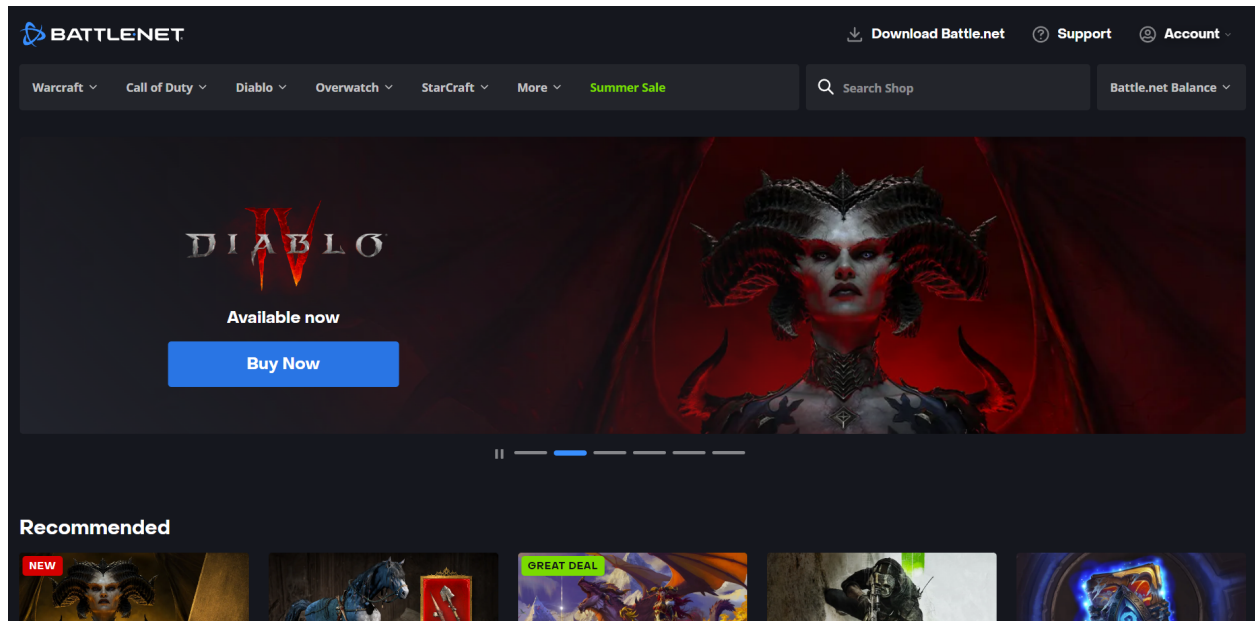
Suzie is a 25 year old woman. She lives on her own and is very busy with work. Suzie is a bit of a perfectionist and likes to do things to the best of her ability. She likes to play games on occasion whenever she feels too stressed to help her relax.

Kat is a 19 year old woman. She lives with her parents and works part time. She spends most of her free time gaming with friends. She plays a wide variety of games and does not like playing the same game too often.

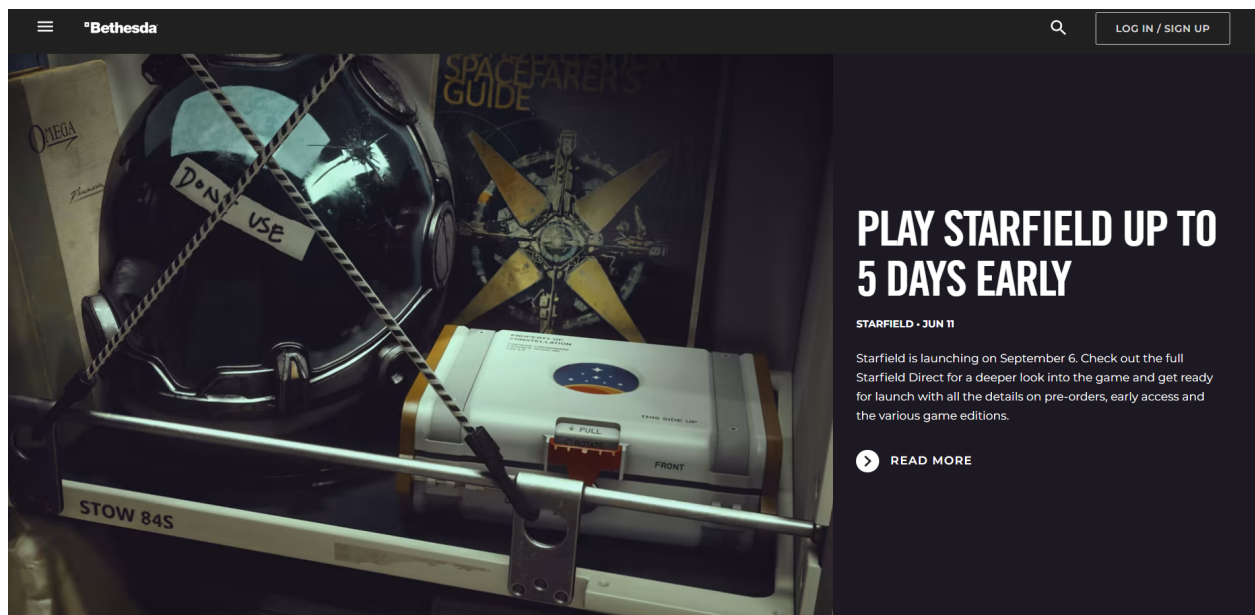
Bob is a 31 year old man. He lives with his wife and works full time. Bob is a pretty care-free and laid-back guy. He likes playing games and enjoys trying to find games that he can enjoy with his wife.

Comp:

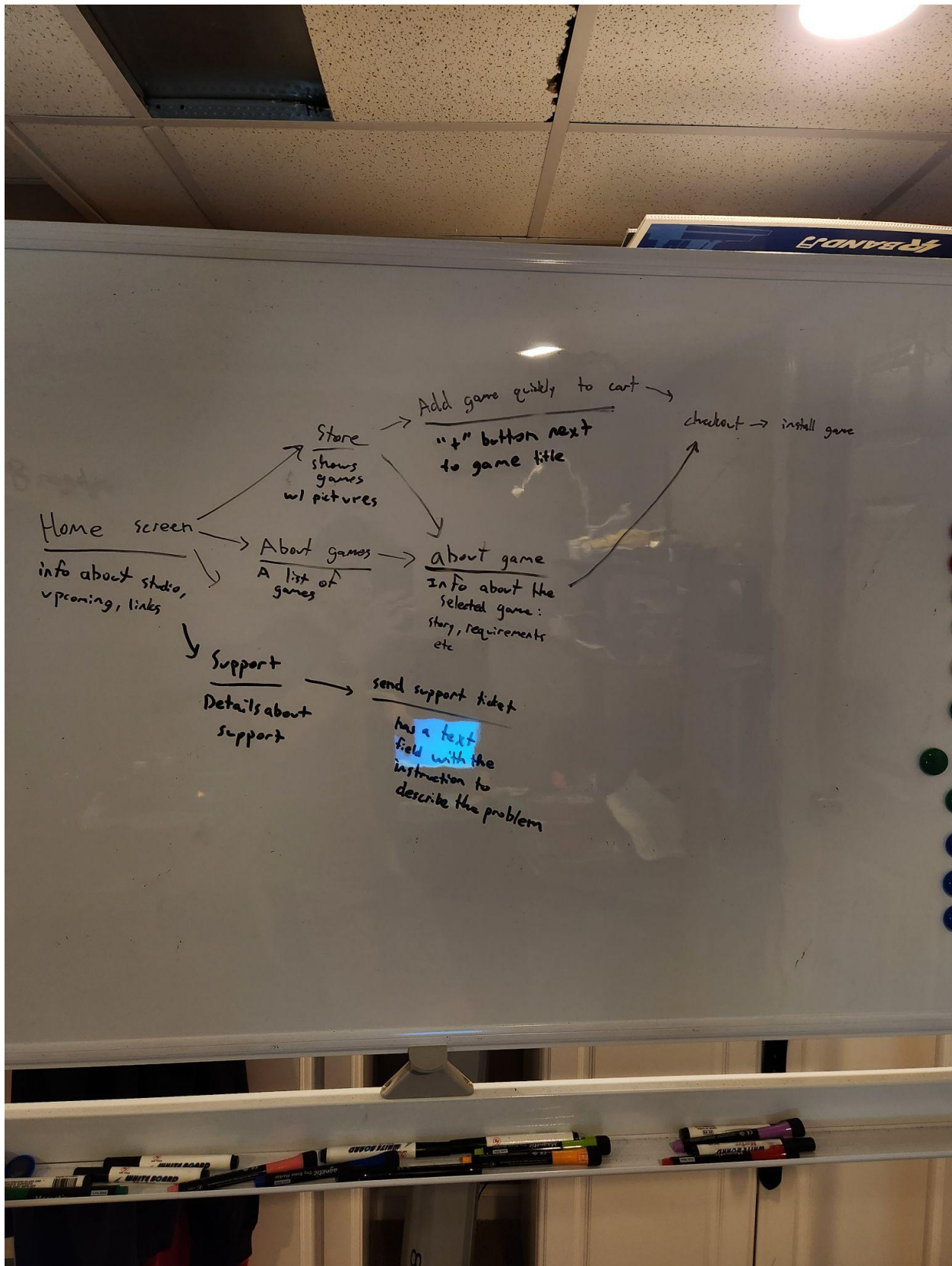
Blizzard.com



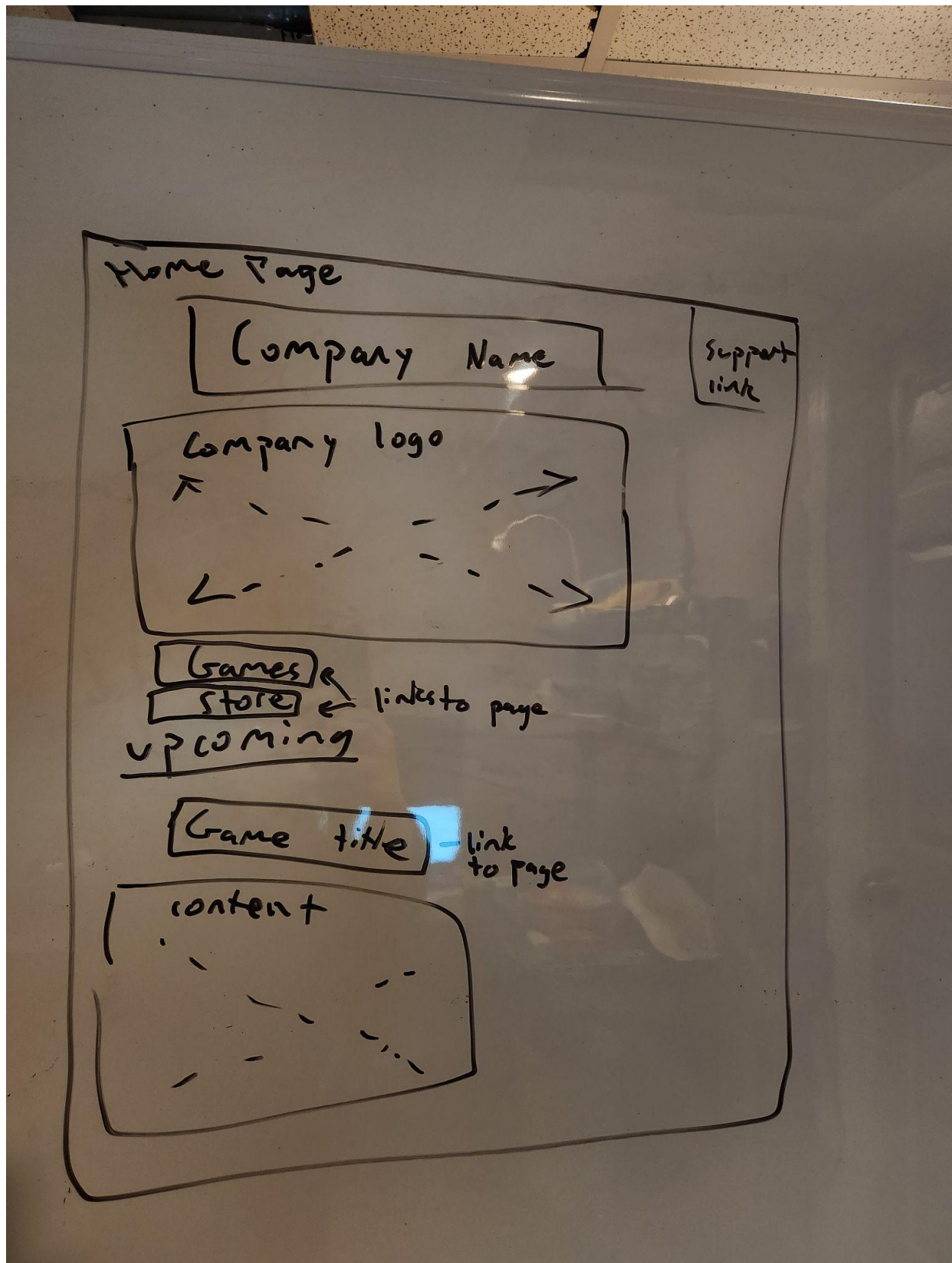
Bethesda.net



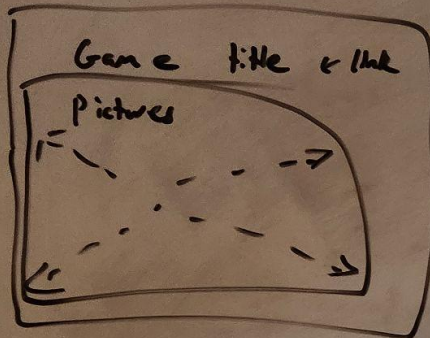
Shorthand flow:



Wireframes:



About page



In a
list

About game page

Title

Pictures / video player

Text introducing game
world / features

Store Page

Game title +

pictures

short text

List

