# Project 1:
# Build a professional Website

CCT 360

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2021/5/25

Wikipedia Page:

Name: Texas Hold'em

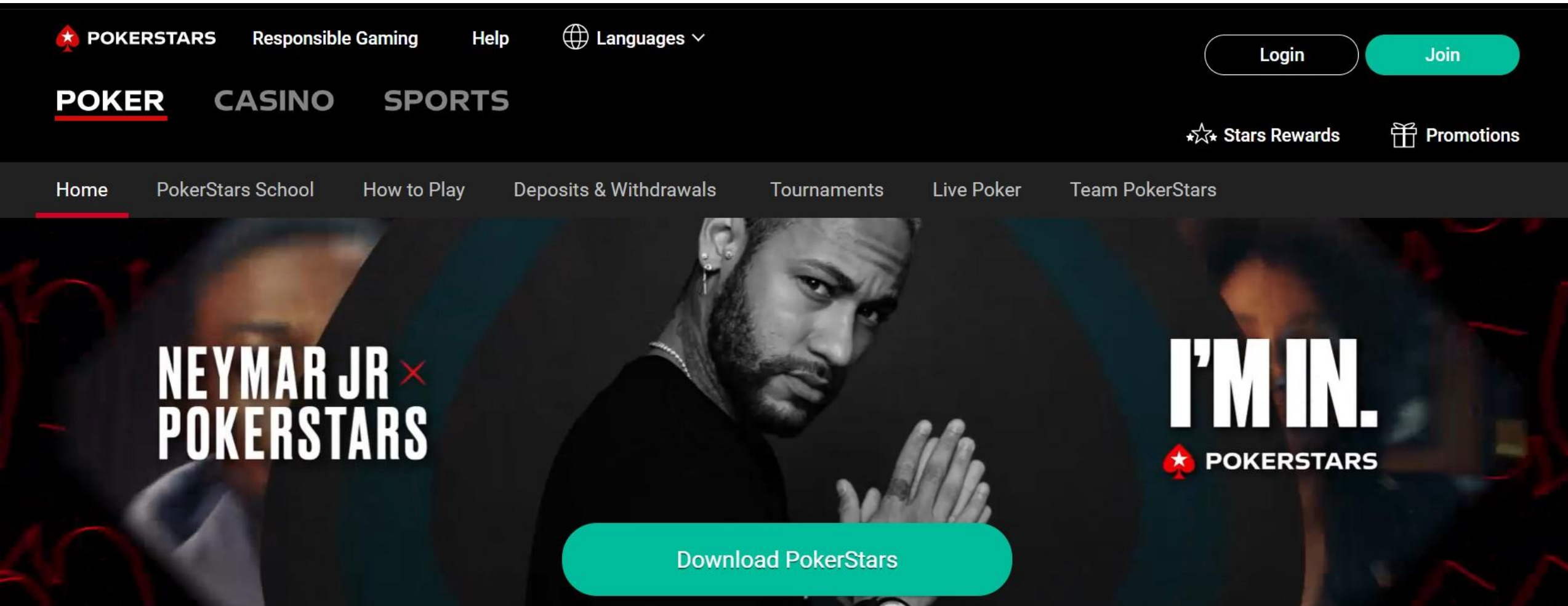URL:https://en.wikipedia.org/wiki/Texas_hold_%27em

Model page:

Name:"Poker Stars"

URL:https://www.pokerstars.com/

# Screen shot of professional website

Home page

Login   Join

**POKER**   CASINO   SPORTS

⭐ Stars Rewards   🎁 Promotions

Home   PokerStars School   How to Play   Deposits & Withdrawals   Tournaments   Live Poker   Team PokerStars

NEYMAR JR ✕ POKERSTARS

I'M IN.
♠ POKERSTARS

Download PokerStars

Welcome offers

# Inner Page



## Poker Strategy

### Poker Tips and Tactics

It's been said that poker is easy to learn but hard to master. This page will give you some tips to help you become a winning poker player, with general poker advice and strategy for players new to the game, as well as some more advanced concepts to consider once you have a good handle on the basics.

### Basic Poker Strategy Considerations

#### Decisions for the New Poker Player

Decide whether you want to play poker to win or to play for fun. To play at a consistently winning level requires both time and effort. In other words, it takes work. There is nothing wrong with playing poker for fun, but there is no reason to plan to lose, even when you are playing for fun. However, deciding which type of poker player you want to be before you start will make your decisions and sessions easier.

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**Download**

How to Play Poker

Poker Rules

Poker Strategy

Poker Hands

Poker Dictionary

PokerStars School

### Hand Rankings

Find out how the different hands compare in Texas Hold'em Card

# Rational of Choice

**(Wikipedia Page)**

Texas Hold'em is one of the world's most popular card game, it involves calculations, strategy, positioning and luck. Myself as a fan of poker love to obtain strategies about it through videos and books, but those source might be hard to find for people that are new to Poker, and would sometimes confuse them. So I decide to build a website that contain information about Poker in a way people can get to know all the basics in short amount of time.

**(Professional Page)**

The reason I chose PokerStar as my professional page to model is because the website is designed in a clear layout with a background that fits the theme. The website contains lot of spcae for text and images which is good for me to put information from wikipedia upon. The inner page contains a sub navigation that could shorten the time visitors find the location they want to go. The texts are organized to make the content user-freindly.

# Process

- When I was designing the website, the background and theme color I chose first was red and black, but then I switch to use black and green. Because this color combination was used in many other poker cites.

- For my Navigation, I switch my font to a larger size in order to fill up the top section. This can allow users to read easily and makes the page look clean. The content that Wikipedia provided about Texas Hold'em was too much, so I decided to shorten it into 2 main categories that will serve the purpose for my website. "How to play" is a more informative section that answers people's question about poker. And "Tournament/Live Poker" section that provide people with places you can go to enjoy the fun of Poker.

- I also provided hyperlinks that can navigate to other section of my cite, such as the Play now button on my homepage leads to Live Poker section.

- For my content in Inner pages, I used light color background color for text blogs to allow reader to read easily in a black background.
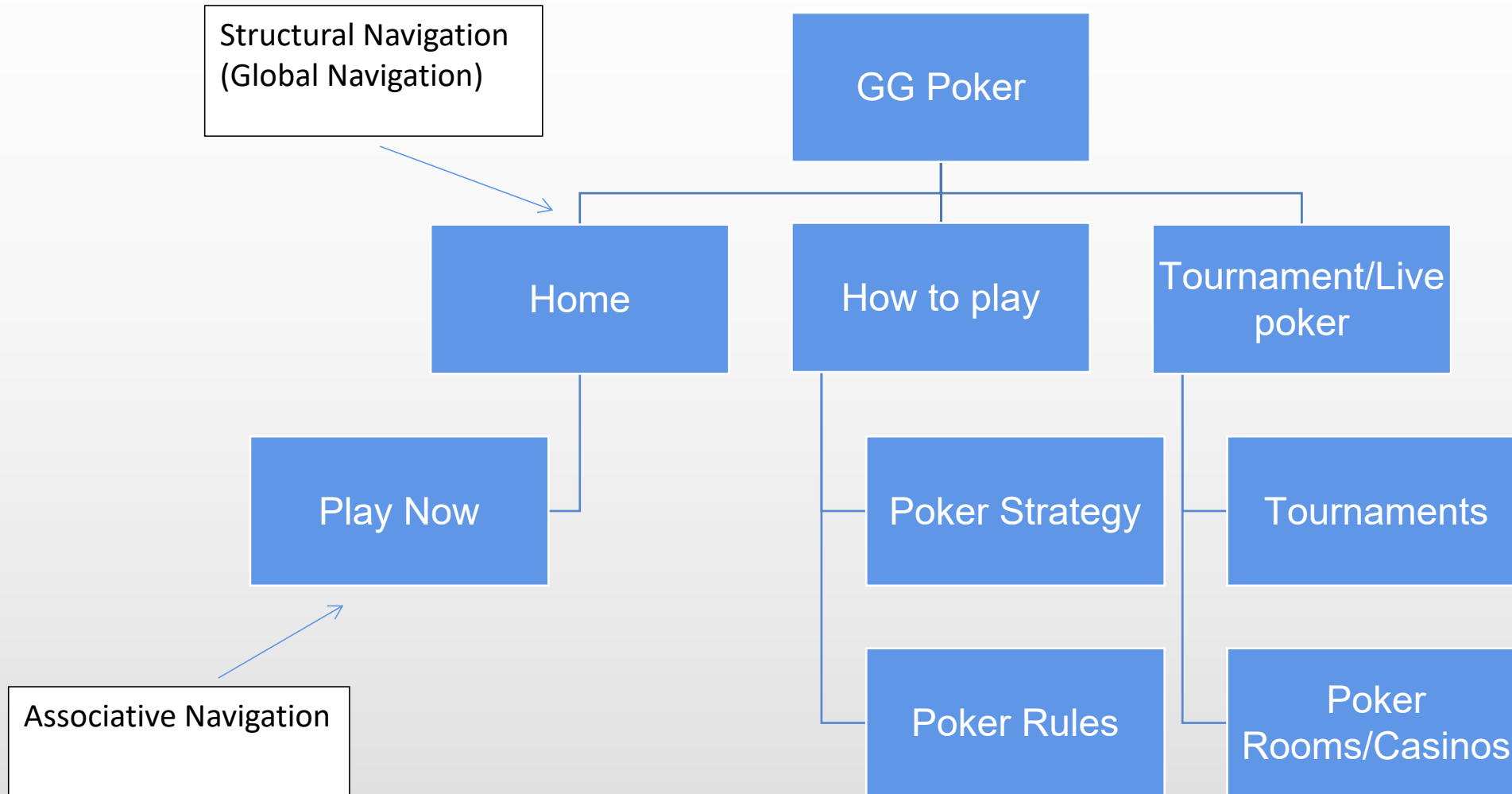
# Non- Modified IA (Wikipedi)
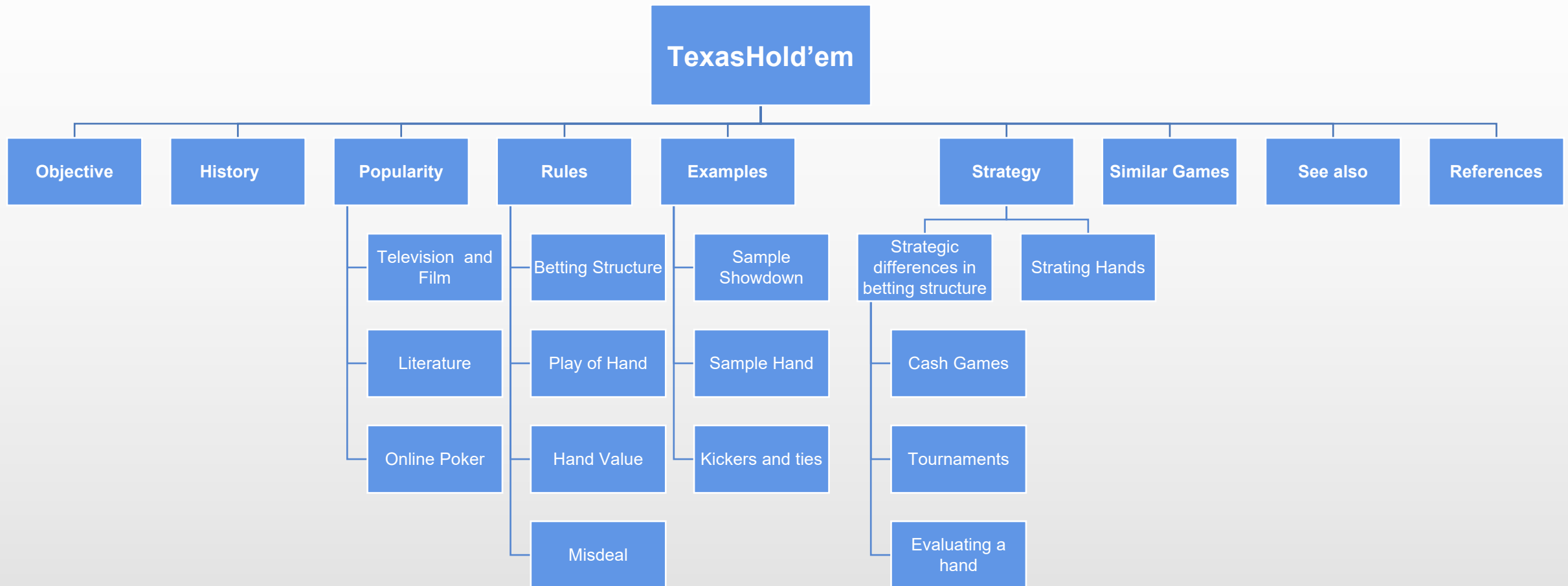
# New IA
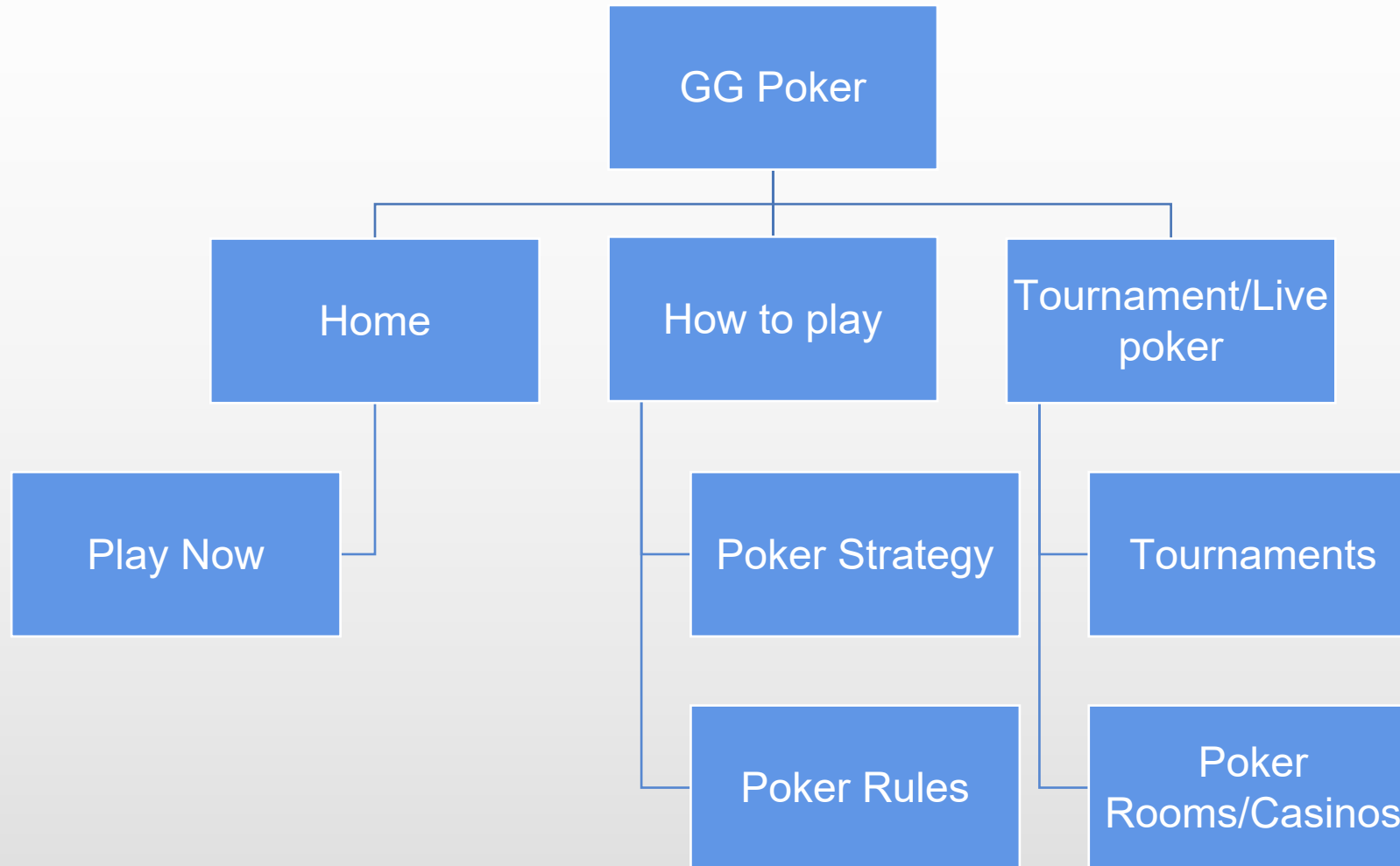
# New IA with Navigation identification

Learning more knowledge about Poker for his subscriber

Looking for more poker strategy to enhance his poker skills.

## Motivation

- To show his subscriber that he is a good poker player with things he can teach.

- Turning his interest into his future career.

- To get more subscriber.

## Bio

Daniel Wang is a student studying in Math Program in UTSC, card games that involves calculations are his favorite. Daniel had been playing Texas Hold'em for 2 years now, he had made 10k by playing home games and casino games so far, vlogging his gameplay and upload it on Youtube also had brought him an extra income of 15k/year.

But as he plays more and challenge himself to higher stake game, he felt his experiences at 1/2(blind level) table couldn't help him to make the right decision at a 5/5 game that requires a minimum of $1000 buy-in. His Youtube subscriber number had decreased because viewers think his content had less things to learn from.

## Pain Points

- Poker Strategy without real life practices are not accurate and not useful.

- Strategies may contradict during a real game.

- Knowledge learned from website might not be useful in his vlog.

*"I would be a poker pro one day, but gaining knowledge from daily life is too slow for me to improve."*

**Age:** 21
**Occupation:** Student
**Family:** single
**Location:** Toronto
**Income:** 15k/year

## Goals

- More confident in playing higher stake games.
- More knowledge about how to deal with different types of players, and different strategy to use at different position.
- To play poker online.

## Personality

Introvert ——————— Extrovert

Thinking ——————— Feeling

Sensing ——————— Intuition

Aggressive ——————— Passive

## Needs

- How can should we deal with down swings?
- What is the best strategy playing with tight player?
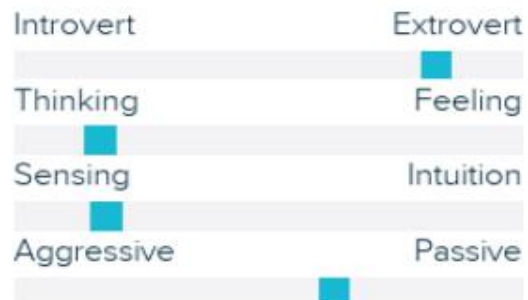
# Texas Hold'em Website

# Persona Detail ( Johnny Chan)



> "I've been in the field from the 80s, and now its time to upgrade my strategy and game play in a new way."

**Age**: 61
**Work**: Poker Player
**Family**: Married, 2 kids.

Internet rookie that want website with clear layout and information

## Bio

Johnny Chan is a professional poker player that had won many world series of poker bracelets. His career started back in 1980s and now he still maintain a lot of passion in the poker industry. Johnny is used to obtain information and strategy of Poker through books and physical game play, but he is looking for an online platform that could perform a better job.

## Needs

-Find Tournaments and Cash Games near me.

-Difference between offline and online poker?

## Personality

| Introvert | | Extrovert |
|-----------|--|-----------|
| Thinking | | Feeling |

## Motivation

As a Poker pro, Johnny is always willing to learn from othe

enhance his own playing strategy. Online platform is a pla

weren't that familiar with, but he is ready to learn.

- To shorten the time needed to find poker games.

-To Access information he needs quickly.

## Goals

- Get to play more poker games .
- To learn new poker strategy from young generation and advance his own.
- To participate in online poker game.

## Pain Point

- Cites with information he is looking for are missing important details.

# Wireframes

Homepage

Inner Page(1)

# Inner Page (2)

Logo

Home          How to Play ⌄          Tournament/Live poker ⌄

How to Play
Poker strategy
**Poker Rules**

Poker Rules img 1

Beting structure:

Content

Poker Rule IMG2

Hand Value:
Content

# Inner Page (3)

# Inner Page (4)

https://poker.com

Logo

Home          How to Play ⌄          Tournament/Live poker⌄

Tournament/Live Poker
Tournament
Poker Rooms/Casino

Poker room img 1
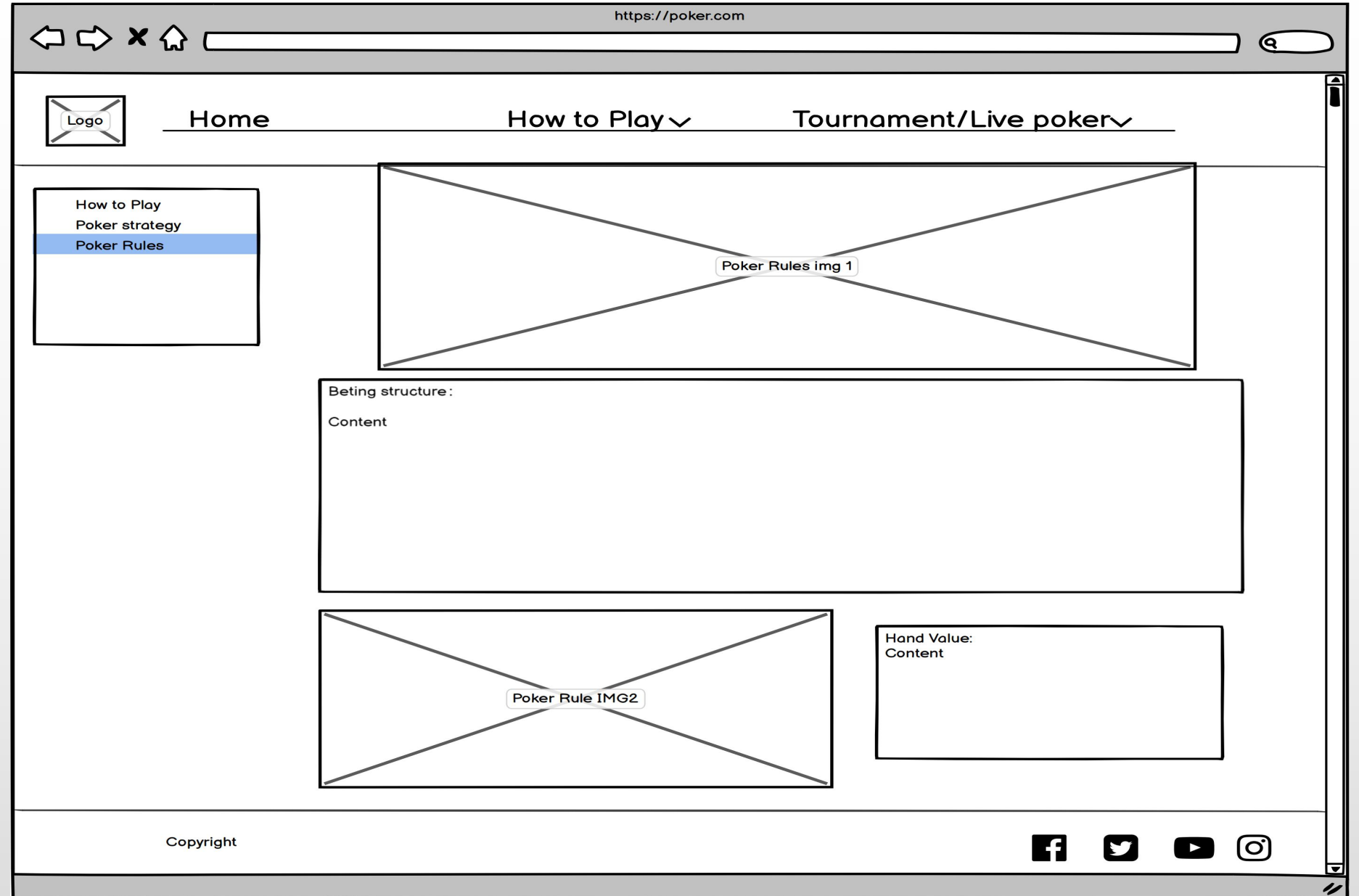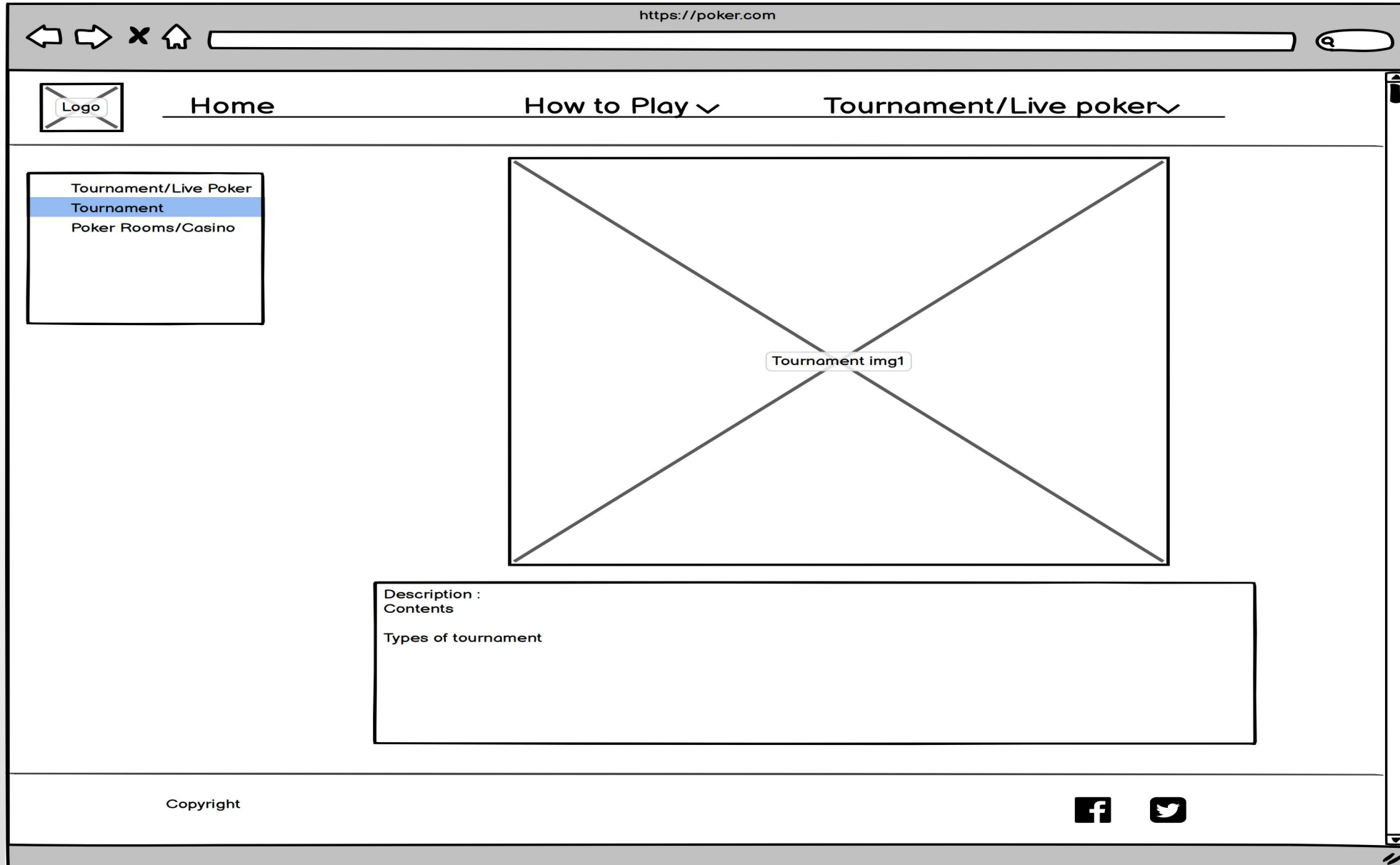
Address:
Time:
Reservation:

Associative Navigation

Poker room img2

Address:
Time:
Reservation:

Copyright
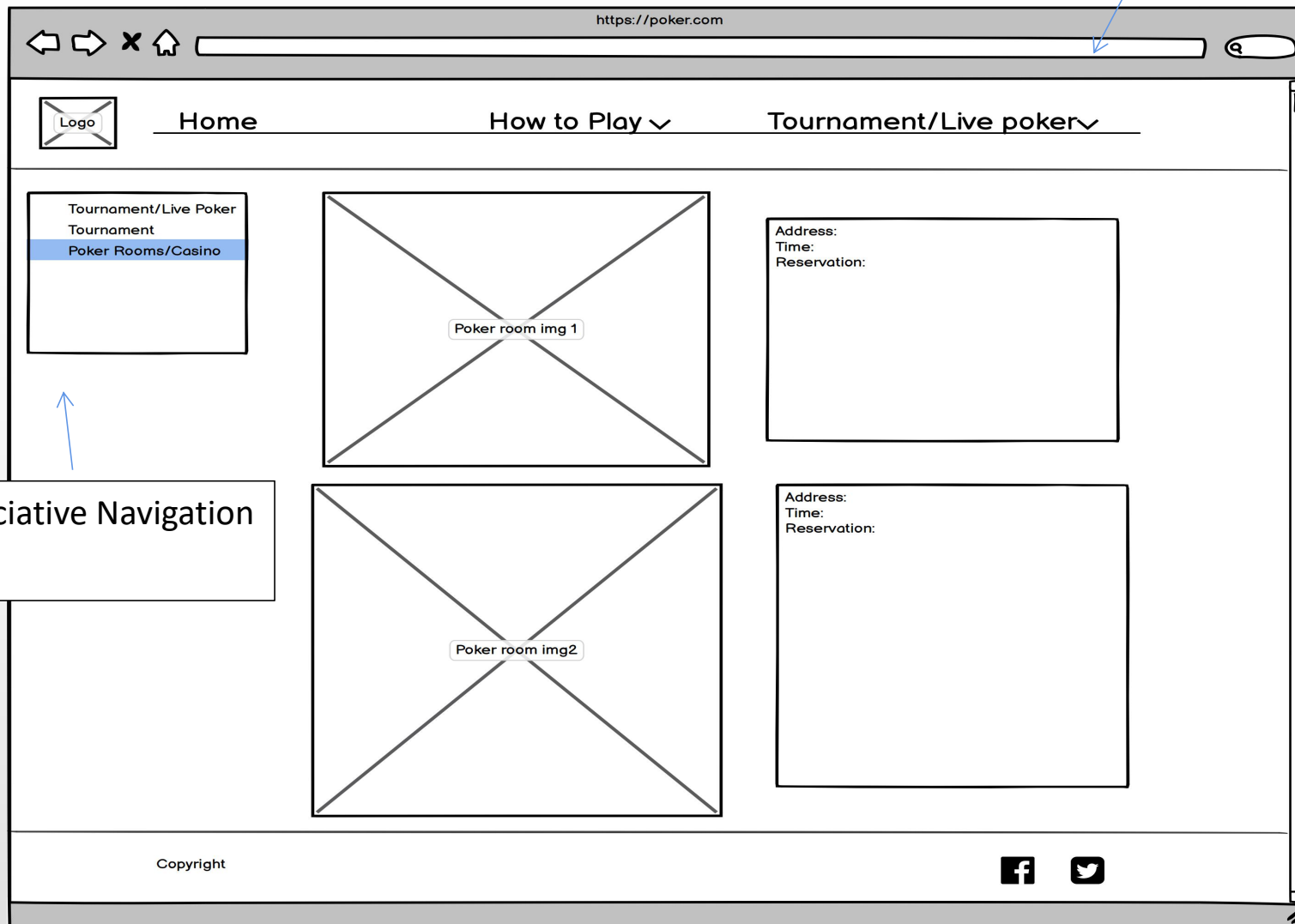
# Principles of Usability

- Wireframe

 The Wireframe correlate with the Persona effectively becasue Home and Inner pages provide decent amount of information that both Daniel and Johnny are looking for. Stuff that Daniel is looking for such as Poker rules and strategy he could teach during his vlog, and information about poker rooms and tournament which shorten the amount of time for Johnny to find a game to make money.

- IA

The revised IA had condense the information from wikipedia into main categories that are more populary for users. The associative navigation of this website, such as "Poker strategy" and "Poker rule" can allow user to approach to the related topics of how to play Poker.

# Reference

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