TASK 8: WEBSITE DEVELOPMENT

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Table of Contents

[Phase 1: Planning 2](#_Toc53602628)

[Brainstorm 2](#_Toc53602629)

[Task 3](#_Toc53602630)

[Purpose 3](#_Toc53602631)

[Target Audience Characteristics 3](#_Toc53602632)

[Target Audience Criteria 4](#_Toc53602633)

[Audience Requirements (Hardware) 4](#_Toc53602634)

[Audience Requirements (Software) 5](#_Toc53602635)

[Audience Requirements (Miscellaneous) 5](#_Toc53602636)

[Phase 2: Sitemap/Wireframe 7](#_Toc53602637)

[Sitemap 7](#_Toc53602638)

[Wireframe 8](#_Toc53602639)

[Phase 3: Development 9](#_Toc53602640)

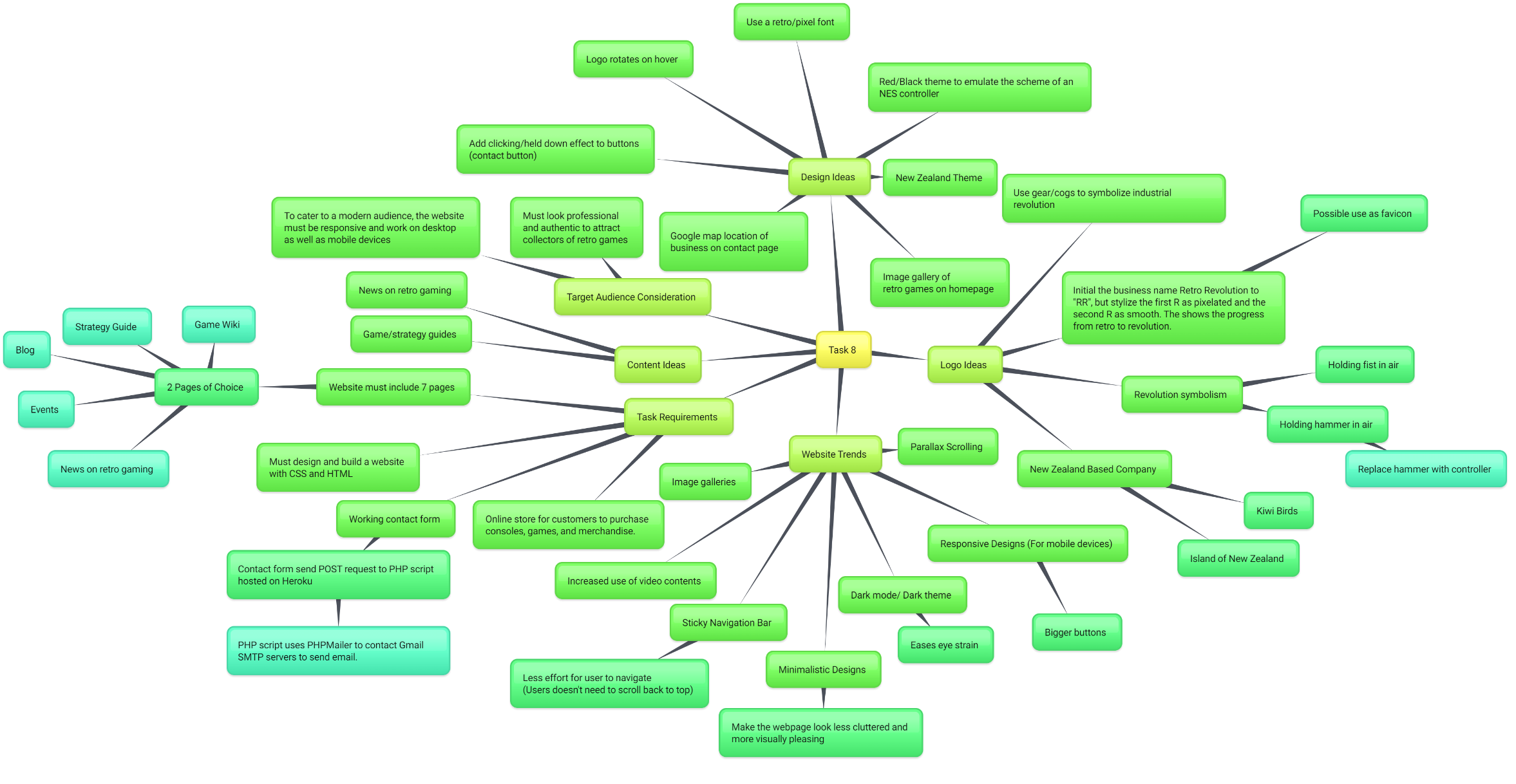
[Phase 4: Self Evaluation 10](#_Toc53602641)

[Bibliography 11](#_Toc53602642)



# Phase 1: Planning

## Brainstorm



## Task

In this assignment, I will be developing a website for the business **Retro Revolution**.

## Purpose

The purpose of the website that I am building is to provide Retro Revolution with an accessible and effective platform to sell their products and merchandise, advertise their business and events, as well as to be able to easily provide retro gaming enthusiasts with the latest news and information on retro gaming. By having a website, Retro Revolution is able to drastically increase their customer base by being able promote itself and sell products to potential customers worldwide.

## Target Audience Characteristics

* Age: My website with be targeting adults between the ages of 25 to 35. Younger audiences are more likely to be attracted to newer generation game consoles such as the Nintendo Switch and the Sony PlayStation 5, due to their high computational powers allowing for more complex games and better graphics. However, older audiences between the ages of 25-35 will have grown up with retro games and may purchase consoles and games to relive their childhood, because of nostalgia.
* Gender: According to research, males are predominantly shown to be more interested in retro gaming and generally video games overall. As such, my website will be mainly targeting males over females as males will have a higher likelihood of purchasing retro games and merchandise.
* Income: The business and the website will be targeting middle-upper class audiences. Authentic retro games are no longer in production and are very difficult to find, especially unopened vintage copies that are well preserved. Due to this, legitimate copies are very expensive[[1]](#footnote-1) and thus realistically, only mid to high income audiences are willing to pay for these consoles and relive their childhoods through an authentic experience. Audiences with lower incomes will likely opt for alternate cheaper options such as emulations or remastered retro consoles such as the NES Mini.
* Location: As the business is based in Auckland, New Zealand, the website will mainly advertise to audiences in the Auckland area. That being said, the website should also focus on a more generic worldwide audience, as one of the website’s goals is to sell products and merchandise, which, through the website, can be purchased by and shipped to international customers.
* Tech level: The website will be targeting audiences who are moderate at using modern technology (medium tech level). This technology level entails the users being able to do simple tasks such as navigating websites, using social media, purchasing from an online store, and being able to fill in contact forms.

## Target Audience Criteria

* Age: To target a mature adult audience, the website will need to look professional but approachable. To achieve this, we can use classic and instantly recognisable retro gaming characters such as Mario and Link on the website. In addition, we could use a stylised pixelated typeface in the navigation bar and elsewhere to increase the nostalgia factor. Lastly, to increase the professionalism of the website, we an employ the modern website design trend of simplicity, but creating more negative space around the website and using simplistic styles to make the website seem professional and uncluttered.
* Gender: To target a predominantly male audience, we can introduce a plethora of micro interactions to the website, as males are shown to like impactful and exciting content- this will also improve the overall user experience. The micro interactions can take the form of rotating, highlighting, and moving elements such as the logo and buttons upon hover.
* Income: To target a middle-upper class audience, the website will need to look authentic to justify the high price point of legitimate retro games and consoles. This can be done by using words such as “brand new”, “vintage”, and “authentic” in bold font formatting on titles and descriptions of products in the store page.
* Location: To cater to a global audience, the website needs to be using the English language- a language commonly associated as the international language. In addition, the website should employ a globally inclusive diction, with words such as “globally”, “worldwide”, and “international” being used frequently (example: “we ship globally!”) around the website.
* Tech Level: To target mid tech level audiences, the website will need to display their social media links in a highly visible and accessible area, such as the footer. In addition, the store page will need to be “highlighted” and stand out to grab the audience’s attention so that they can purchase the products.

## Audience Requirements (Hardware)

To access my website, the audience needs to have a device of some sort that is capable of installing a modern web browser such as Google Chrome, in order to access my website. This device can either be a personal computer (i.e. desktop or laptop) or a mobile device. The minimum specifications of each type of device that is capable of installing Google Chrome is outlined below.

* Personal Computer Minimum Specifications:
  + Screen: The screen should be at least 720p (1280x720) for the user to browse the website comfortably.
  + CPU: Google Chrome requires Intel Pentium 4 processor or later that supports SSE2.
  + GPU: Google Chrome does not require a dedicated graphics processor. The integrated graphics processor that are bundled with Intel’s CPUs are sufficient.
  + Memory: Google Chrome is a very memory intensive program. As such, the user should have at least 4GBs of random access memory to ensure Chrome runs smoothly.
  + Storage: The user should at least have a 32GB hard disk drive. This is because although Chrome itself only requires around 100 to 300MBs of storage, the operating system that Chrome is installed on will also require storage, which can be up to 20GBs depending on which operating system is installed. In addition to this, Chrome also requires additional storage for cache, cookies, and temporary storage.

## Audience Requirements (Software)

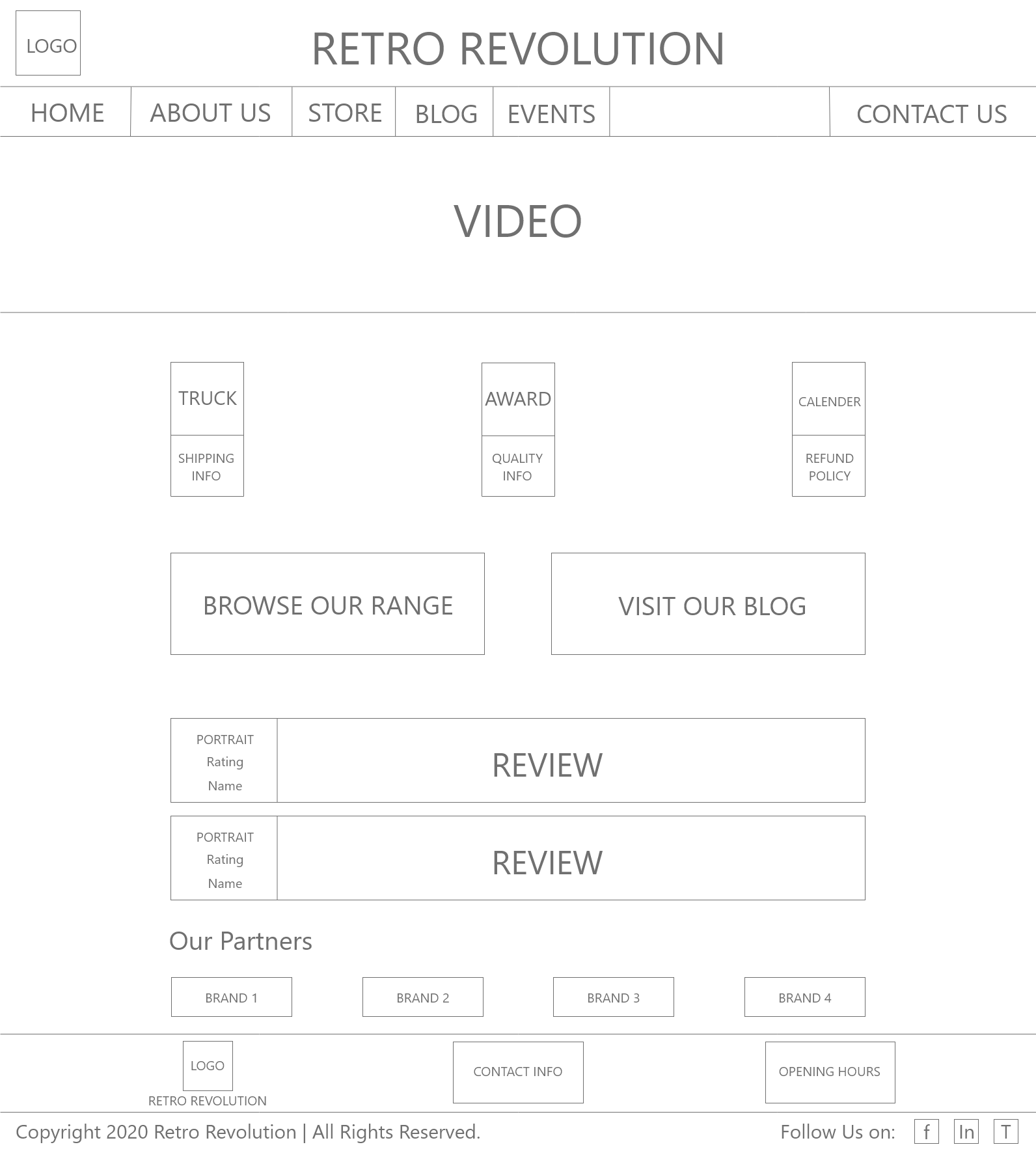
* Modern GUI Operating System
  + First and foremost, users will need an operating system capable of installing an updated version of the Chrome browser. An operating system is the core piece of software of every device. It acts as an interface between the user, hardware, and other software.
  + The main desktop operating systems are:
    - Windows 10 (Desktop): Windows 10 is a modern proprietary GUI operating system that is developed by Microsoft for personal and enterprise computers. Windows 10 is the latest
    - Linux (Desktop)
    - MacOS (Desktop)
  + The main mobile operating systems are:
    - Android (Mobile)
    - iOS (Mobile):
* Google Chrome
  + Chrome is a modern web browser created by Google. A web browser is a piece of software that allows users to access and display websites.

## Audience Requirements (Miscellaneous)j

# Phase 2: Sitemap/Wireframe

## Sitemap

## Wireframe



Composition rule: Reading Gravity- The social media links are the last thing the audience sees. This encourages them to click on it and follow the business on social media after browsing the website.

# Phase 3: Development

# Phase 4: Self Evaluation

* Are the styles consistent throughout the website?

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1. Vintage Super Mario Bros. video game sells for $114,000: <https://techxplore.com/news/2020-07-vintage-super-mario-bros-video.html> [↑](#footnote-ref-1)