TASK 8: WEBSITE DEVELOPMENT

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# 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 merchandise, advertise their business and events, as well as 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 promote itself to potential customers worldwide and drastically increase their customer base by allowing most people in the world to be able to order products off their website and have it shipped out.

When users use the website, they

## Target Audience Characteristics

* Age:
* Gender: According to extensive research, males are more predominantly interested in retro gaming and generally video games overall.
* Income: The business and the website will be targeting the bourgeoisie
* 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.

## Target Audience Criteria

* Age:
* Gender:
* Income:
* Location:

## Audience Requirements (Software)

## Audience Requirements (Hardware)

# Phase 2: Sitemap

# Phase 3: Development

# Phase 4: Evaluation

# Bibliography