Text, calendar

Description automatically generated

Website Design

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**Introduction**

This website provides information to players of the video game “Apex Legends”. It provides a descriptive guide on how to play a specific character as well as other tips and recommendations to improve the users’ gameplay experience. The website is used as a learning tool for the game since the game itself is quite complex in nature, especially the competitive aspect. It gives users quick access to the information they need to improve their own gameplay. Being a player of the game myself, I created this website since I know how eager players are on improving themselves with the help of an accessible source.

Another feature of this website is a boosting service, where the user can purchase a professional service for a fee. This idea was created as a convenience and option for users who are already serious about the competitive aspect of the game and want to spend money for increasing

The main target audience of this website are for the players of Apex Legends. This is mainly for the demographic of teenagers to young adults who are all avid gamers. Most of these people have mobile devices and even tablets. Majority have their own PC setups with gaming monitors. The website is designed to be responsive to these various screen layouts with the primary focus on the 24inch display for standard computer monitors. This can be achieved through flexbox.

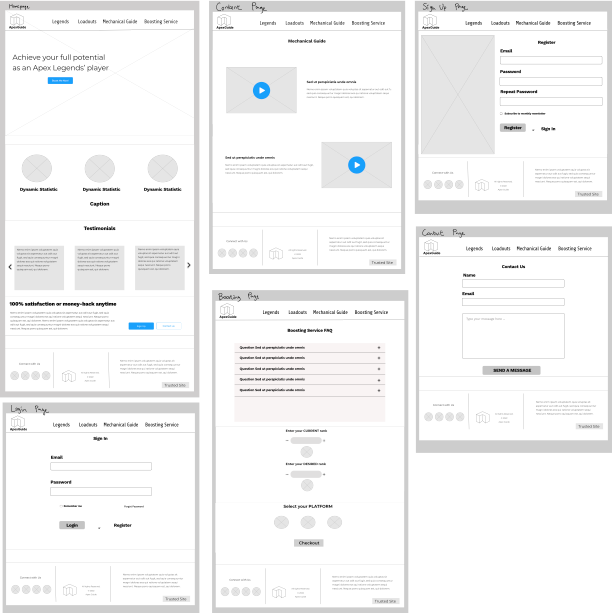
Site Map

Graphical user interface, application

Description automatically generated

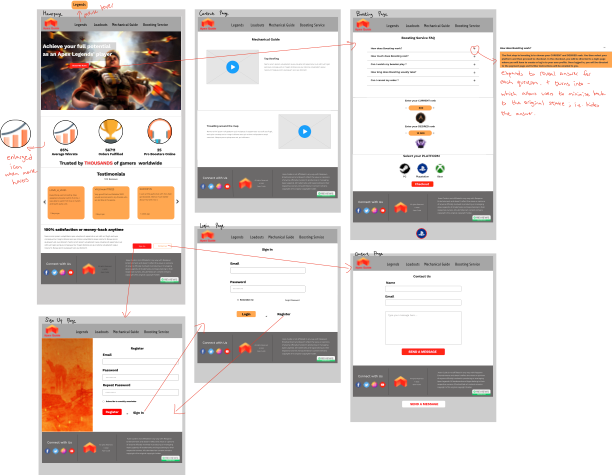
The main pages: Legends, Loadouts, Mechanical Guide, Boosting Service and Contact Us are all accessible by every page. Every page is also able to redirect back to the homepage by clicking the Logo at the top left side. The login page can only be accessed from the Boosting Service page since it is only required when the user purchases a service from the website. All other pages are content pages which can be viewed without logging in.

Wireframes



Please refer to appendix to see early sketches for these wireframes. Red text indicates comments and details to specific parts of the design. All webpages follow a similar layout with the navigation bar fixed to the top of the screen. In some webpages, the user needs to scroll down to view all the content of the page. The navigation bar will remain fixed at the top of the user’s screen, allowing for “Flexibility and efficiency of use” according to one of Nielsen’s Heuristics. The footer is also seen in all pages and hence the website follows a consistent design. The content page design refers to Legends, Loadouts and Mechanical guide. These pages are very similar following the same layout, with the only difference being the content (either image or videos) and the length of the content (i.e. how much the user has to scroll based on the size of the webpage). Placeholders for icons are drawn in circle with X marked inside, while images are drawn in rectangle with X marked inside. Videos are indicated similar to images, with the added blue play button.

High Fidelity Prototype



The colour scheme chosen for my website is orange, red and grey. It follows the colors used in designing the logo and is consistent throughout the website. Most of the content of the webpage are organized towards the middle of the screen. The spacing reduces clutter which follows “Aesthetic and minimalist design” according to one of Nielsen Heuristics.

The navigation bar is locked to the top of the screen as the users scrolls which allows them to access other webpages conveniently. When the user hovers over a link from the navigation bar, the link is highlighted in orange, distinct to the other items from the menu that aren’t being targeted. It also enlarges that specific link to show the user which webpage they are about to access. This follows “Visibility of System status” according to one of Nielsen’s Heuristics as it communicates with the user the current state of the website based on their actions. Another example of this is when a user hovers over an icon from one of the statistics, it enlarges. This dynamic effect shows responsiveness of the website. The testimonials in the homepage are organised in panels of 3, which minimizes clutter and allows the user to read reviews without showing all reviews stored in the website. The arrows ‘left’ and ‘right’ will shuffle the panels respectively in that direction. Since there could be hundreds of reviews, showing 3 at a time makes the website design more minimalistic which again follows one of Nielsen’s Heuristics.

The red arrows from the buttons show where the user is directed to. These buttons will enlarge when the mouse is hovered over them which again indicates a similar principle in design with the navigation bar items.

The icons for social media links in the footer will redirect the user out of the website and into those respective links. It will expand slightly when the user hovers over it to distinguish which out of the 4 icons they are selecting.

The boosting page contains questions with a + next to it. When a user clicks on each +, it will expand and the answer will be revealed below the question (as commented above in boosting page). The answer will be highlighted in an orange background and can be minimized. This reduces the clutter on the screen as some answers could be multiple lines long, following “Aesthetic and minimalist design” according to one of Nielsen’s Heuristics.

The icons in the boosting page are very familiar to the users of this website as it relates to the game itself. The placeholder for where the user enters their rank is fixed to numbers only. It can only be increased or decreased to a specific range; either by typing or using the + or – buttons. This design helps with error prevention as the user won’t be entering invalid numbers or characters, following “Error prevention” which is one of Nielsen’s Heuristics. Based on the number, the icon below it changes to reflect that rank (see Appendix- Ranks for each specific icon). When selecting the platform in the boosting page, the icon will glow red (as seen below boosting page) once the user has clicked on their choice. They can change this as much as they want, but only one can be selected at a time and hence only one will glow red before they checkout. If the user doesn’t select a platform icon, it prevents them from clicking the checkout button and an indication will pop up. This follows “Help users recognize, diagnose and recover from errors” from one of Nielsen’s Heuristics. The icons for the platform are all recognizable by the user which follows “Match between system and the real world” since these are universal in the gaming community.

The login and signup and contact pages all follow a similar design. There are fields which the user will be required to enter their information. Some of these fields have placeholders to prompt the user. This follows “Help and documentation” from one of Nielsen’s Heuristics as it assists users with their input.

Conclusion

In summary, the website is targeted towards people who play Apex Legends and who are seeking to improve and learn more about the game. The boosting service is what the website ‘sells’ aside from content. As the website follows a consistent design layout, it is easy to add or change the content of the pages in the future. The content pages could be added or removed depending on how successful the other pages are implemented. Since the website is very responsive and will require a fair bit of javascript to manage the transitions/animations. This will be a challenge to implement since it is my first time developing a website using HTML/CSS and Javascript. The main challenge I faced for this design report was using Figma to adjust the images to my liking. This includes removing background from certain images and grouping/repositioning content. However, Figma was not difficult to use overall in designing my wireframes and prototypes as there were video guides available online as well as prompts within the software.

References

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Appendix

Diagram

Description automatically generatedA picture containing graphical user interface

Description automatically generatedText, letter

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Home Page. Content Page Content Page example 1

Diagram

Description automatically generatedGraphical user interface

Description automatically generatedGraphical user interface

Description automatically generated

Content page example 2 Log in page Sign Up page

Diagram

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Boosting Page

*Paper sketches of low fidelity. Early versions of design.*

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generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4SZYRXhpZgAATU0AKgAAAAgABgALAAIAAAAmAAAIYgESAAMAAAABAAEAAAExAAIAAAAmAAAIiAEyAAIAAAAUAAAIrodpAAQAAAABAAAIwuocAAcAAAgMAAAAVgAAEUYc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFdpbmRvd3MgUGhvdG8gRWRpdG9yIDEwLjAuMTAwMTEuMTYzODQAV2luZG93cyBQaG90byBFZGl0b3IgMTAuMC4xMDAxMS4xNjM4NAAyMDIxOjExOjAxIDIzOjEzOjQ4AAAGkAMAAgAAABQAABEckAQAAgAAABQAABEwkpEAAgAAAAM5NAAAkpIAAgAAAAM5NAAAoAEAAwAAAAEAAQAA6hwABwAACAwAAAkQAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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*Ranks*