**Website type (gaming blog)**

**Name: APEX LEGENDS**

**Similar sites**

1. Esportstalk - <https://www.esportstalk.com/blog/apex-legends//>
2. Dexterto - <https://www.dexerto.com/apex-legends/>

These websites cover:

1. News
2. New updates on apex legends

My site will also cover apex updates and news about the game.

**Characteristics**

* 1.gun balancing changes (changes to guns damage making them deal less damage or easier to control)
* 2.new characters (a new legend added to the game)
* 3.character nerfs/buffs (character changes to abilities making some less overpowered or stronger )
* 4.new limited time events (new in game events that bring new modes and cosmetics)
* 5.current gun meta (current guns that are dominant within the game everyone is using )
* 6.bug fixes (fixing in game glitches)

**Conclusion**

My website is a gaming blog covering news and changes on apex legends

**Website purpose and goals**

Purpose (to inform of latest news on apex legends )

**Goals**

* **Primary Goals**
* Primary goal 1 show news on the game in an interesting way
* Primary goal 2 cover the free legends with character profiles]
* **Secondary goals**
* Goal 1 make the site look nice and interesting
* Goal 2 make the site interactive
* Goal 3 make the site simple to navigate

**Milestone**

* Show an overview of new season update explaining what changed
* Cover new cosmetics released for the game
* Cover New character added to the game
* Cover limited time events
* Cover the free characters with individual character profiles explaining abilities and play Style for each character

**Metrics**

* How many users look at legends profiles
* How many users use the cosmetics tab
* How many users visit the site
* How many users sign up for newsletter
* How long to visitors stay online

**Analytics tools**

1. Google Analytics: <https://analytics.google.com/analytics/web/provision/#/provision>
   1. Google Analytics helps with providing analytics about websites
2. GTMetrix - <https://gtmetrix.com/>
   1. GTMetrix also helps with analyzing websites and providing data to help you make decisions

**Website content text and images**

Research <https://www.dexerto.com/apex-legends/>

Images

<https://cdn.givemesport.com/wp-content/uploads/2022/05/Apex-Legends-Season-13.jpg>

<https://cdn.vox-cdn.com/thumbor/ezpDPosH1oBH_25JVONyh6d38O8=/1600x0/filters:no_upscale()/cdn.vox-cdn.com/uploads/chorus_asset/file/23432145/APEX_Legends_Screenshots_S13_StormPoint_MapUpdate_TheBeast_H.jpg>

<https://cdn.vox-cdn.com/thumbor/KmOv39zHny1ctEszz4WJTsnqXrw=/1600x0/filters:no_upscale()/cdn.vox-cdn.com/uploads/chorus_asset/file/23432146/APEX_Legends_Screenshots_S13_StormPoint_MapUpdate_Wide_B.jpg>

<https://cdn.vox-cdn.com/thumbor/yNoxZFgmX5s8BjlpjHEdGFrhnnY=/1600x0/filters:no_upscale()/cdn.vox-cdn.com/uploads/chorus_asset/file/23432140/APEX_Legends_Screenshots_S13_StormPoint_MapUpdate_SpectreShacks_J.jpg>

**Image tools**

1. Burst - <https://burst.shopify.com/> - this is a image bank of copyright free images
2. Picsum - <https://picsum.photos/> - this is a image bank of placeholder images
3. Iconizer - <https://icons8.com/iconizer/> - this is a free icon generator

**Text tools**

1. Lipsum generator - <https://www.lipsum.com/> - this is a dummy text generator
2. Textise - <https://www.textise.net/> - tool to keep only text from webpages
3. Grammarly - <https://www.grammarly.com/> - a spell checking grammar correcting tool

**Sitemap**

**Text templates**

1. **“”**
2. **“”**
3. **“”**

**Layout considerations**

1. Header
2. Main content area following it
3. Footer

It’s simple and straight to the point

**Typography**

Larger text so it stands out

**Target audience**

Age group 13 to 25

**Functionality**

**Will make all text slightly bigger because of my audience**

**Fonts**

1. Inter regular is the font i used, i chose it because its simple

**Colors**

Storm Point map from apex legends as a background for color

has blue , green , purple and brown , red text

**Accessibility**

1. Simple design no complex navigation for people who like easy to understand web layout to not waste time when browsing through the site ,
2. Age group 13-25+ the text is red easy to grab their attention from being colorful

**Mockups**