Background

According to the requirement description in this course project provided by teacher, I should select one topic from the list, I selected the first one: Cinema Company. The name of this website is TigerPlex.

The potential users

Since this is an official web site for one Cinema Company, the potential users are those people who to know the information about the current hot movies. After the analysis of behaviours of the potential users, I found that the users will have the characters as following:

Firstly, the potential user generally like arts and relevant things. They will be sensitive for the design, layout, colour or others. As a result, the website should be designed as a fantastic style in order to let them focus on our products and services.

Secondly, the competition in the cinema market is very tough because the potential users have a couple of choices to go. As a result, this web site should provide the useful information as much as possible because if the end users lose the focus, they will leave our company and choose our competitors' products and services.

Thirdly, some people who do not like to go to cinema to look movies are our website users as well because they want to know what the hottest movies are. On the other hand, some people maybe just want to know our company, for example, who we are? What is our company's culture?

The key features for our customers

What do our users look for in our website? After the careful analysis, I found the website should provide the key features as follows:

Firstly, in the homepage, it should show the hottest movie in order to attract users to come to our cinema because the movies is the first thing our users want.

Secondly, we need to provide a specific web page about our products and services, for example, to show all of the movies recently is just one of this requirements. For example, even one movie was shown in last week and not show in this week, but the users maybe want to buy some posters for this movie, as a result, to show all of the recent movies is a must.

Thirdly, we should provide a specific contact web page in order to listen the suggestions from our customers.

Finally, we should create a about webpage as described in the source project requires because it will be a good opportunity for our customers to learn who we are.

The navigation style is very important as well. Generally, we will provide a couple of information for end users, so we need to provide different types of method to access different resources.

Firstly, in the homepage, there will be one quick link modules because the homepage is the first place the user's access, if they want to look the hottest movie, the latest posters, they need to go immediately.

Secondly, the menu should be in each web page including homepage, about webpage or others. It means that a clear menu will let the website more professional and logical. The end user can access different resources as quickly as possible.

Conclusion

The homepage will show a general information for users with the most important information to users. Users can navigate to different resources and webpages easily with our design and implementation.