

Shure Joe

WATS 3010 Intro to Bootstrap

Design Document

Name of site/company: eskimonophono

Description of design concept/approach:

- General entertainment through gameplay/audio stream
- Showcase/advertise new games through stream as well as “eskimonophono” content
- Tier based subscriptions and donations through Twitch platform

Hope to accomplish with design concept/approach:

- Promote “eskimonophono” brand through elegant, clear design
- Generate more Twitch views, subs, and donations
- Create community of fans
- Increase community activity and interaction with streamer
- Provide a hub for where visitors can find information on streamer

Other websites for inspiration:

- <https://kotaku.com/>
- <https://www.destructoid.com/>
- <https://www.polygon.com/>

Other websites for comparable businesses:

- <https://tsm.gg/>
- <http://cloud9.gg/>
- <https://www.twitch.tv/>

Target audience:

- Fans of gaming/entertainment
- Male and female
- Ages 18 – 35
- All levels of income, stream is free content

Motivations:

- Promote friend’s Twitch streaming platform
- Create a community of individuals with common interest
- Gaming is a hobby to all