

## **Define Your Product**

### **1. What problem does your product website solve or address?**

My product website solves the problem of there not being a review site such as Letterboxd, but for video games.

### **2. What is your product idea? How does your website support this idea and help solve the problem?**

My product idea is to create a website where users can write and share video game reviews with others. My website helps to support this idea by providing the platform to host the video game reviews, so users can see their past reviews and view reviews posted by other users.

### **3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)**

I am building a media/entertainment website.

### **4. What is your mission statement? Summarize what your product does, who it's for, and why it matters.**

My product is a website that provides users with a way to host their reviews of video games, as well as sharing those reviews with others. This product is for people who enjoy video games, and want to write and share reviews with other people. This website matters because there is no current popular review site for video games similar to Letterboxd or Rate Your Music. This website can act as a place where gamers can compile all of their reviews, instead of reviews being platform specific to platforms such as Steam, Xbox, and Playstation.

## **Profile of Target Audience**

### **1. Who is the primary audience that your product is trying to reach? Include the following details about your target audience:**

#### **Demographics:**

#### **1. What is the age range of your target audience?**

The age range of my target audience is going to be younger adults from 18 to 35.

## **2. What is the gender distribution?**

The gender distribution for gaming is roughly even, but a lot of online spaces are more male dominated. For the gender distribution I would say my target audience would likely be about 60% male and 40% female.

## **3. Which country do your visitors live in?**

My visitors are going to be from countries where gaming is popular such as the United States, Canada, Japan, South Korea, and the United Kingdom.

## **4. Do they live in urban or rural areas?**

My users live in predominantly urban areas.

### **Socioeconomic Details:**

#### **1. What is the average income of visitors?**

The average income of visitors is likely to be on the higher end as they need to be able to afford systems to play games in the first place. I would say the average income would be about \$50,000 USD per year.

#### **2. What level of education do they have?**

Their education level is going to be college level.

#### **3. What is their marital or family status?**

My users are likely to be unmarried since they are younger adults.

#### **4. What is their occupation?**

Their occupation is going to be in the tech field.

#### **5. How many hours do they work per week?**

They work 40 hours per week.

### **Web Behavior:**

#### **1. How often do they use the web?**

My users use the web daily.

#### **2. What kind of device do they use to access the web?**

My userbase uses either a desktop computer or laptop.

**2. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like ChatGPT.**

Chart created with ChatGPT with prompt “The website I am planning to create is a review site similar to Letterboxd, but for video games .Create a chart with at least three fictional visitors from my target audience for my website.. This chart should include at least their name, sex, age, location, occupation, income and web use.” along with my target audience profile information.

Name	Sex	Age	Location	Occupation	Income (USD/yr)	Web Use (Daily)	Devices Used
Alex Tanaka	Male	24	Tokyo, Japan	Software Developer	\$52,000	5–6 hrs/day	Desktop & Laptop
Sarah Patel	Female	29	Toronto, Canada	UX/UI Designer	\$58,000	4–5 hrs/day	Laptop
James O'Connor	Male	21	Austin, USA	Computer Science Student	\$45,000 (part-time + internship)	6–7 hrs/day	Desktop (gaming PC)

**3. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like [ChatGPT](#).**

Created with ChatGPT with prompt

- “Create a list of reasons why people would be coming to my site and assign the list of tasks to the fictional visitors you created”.

#### Reasons People Would Come To Visit My Site:

1. Read reviews before buying a game.
2. Write reviews to share their own opinions and experiences.
3. Track and log games played (like a gaming diary).
4. Rate and rank games to build personal collections.
5. Discover new games through recommendations or trending lists.
6. Discuss games with others through comments or community features.
7. Compare scores/ratings across genres or platforms.
8. Follow other reviewers with similar tastes.
9. Show off their gaming history/profile to friends.
10. Create lists (e.g., “Best RPGs of the Decade,” “Indie Hidden Gems”).

#### Assigned Tasks for Fictional Visitors:

##### 1. Alex Tanaka (24, Software Developer, Tokyo, Japan)

- Task: Search for reviews of new JRPG releases before purchasing.
- Task: Log all games completed in 2025 to track play history.
- Task: Follow reviewers who specialize in indie and Japanese games.

##### 2. Sarah Patel (29, UX/UI Designer, Toronto, Canada)

- Task: Write thoughtful reviews on narrative-driven games.
- Task: Create a public list called “Top Games for Storytelling.”
- Task: Interact in the community by commenting on others’ reviews.

##### 3. James O’Connor (21, Student, Austin, USA)

- Task: Rate every game in his Steam library to build a visible profile.
- Task: Compare site ratings of competitive FPS titles before trying new ones.
- Task: Join discussions about esports and multiplayer game balance.

## **Website Requirements**

### **Purpose & Goals:**

- 1. What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?**

The primary goal of my website is to entertain users by giving them a platform to write and share their thoughts on video games with others.

- 2. What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)?**

The most important action I want users to do is to write a review and post it.

### **Content & Features:**

- 1. What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).**

Critical pages of my website include the Profile (see your own reviews and reviews of friends), Games (page where you can search for games to review and see reviews of others), and Lists (place where you can compile lists of games and share them).

- 2. What will your homepage highlight? Think about the first impression and what visitors need to see right away.**

My homepage will highlight the top rated user reviews as well as the most popularly reviewed games at the time. There will also be a welcome message and a tutorial showing you what the website is about.

## **Look & Feel**

- 1. Do you have examples of websites that inspire your design? List 1–2 examples and what you like about them (i.e., layout, colors, interactivity, etc.).**

Websites that inspire my design are Letterboxd and YouTube. I really like the visual layout of Letterboxd, especially on the Film page where you can search up the names of different movies. I also really like color choices of black, white, and green. YouTube also has really nice color choices with the black, white, and red. I also like how information is grouped visually with every video having its own square with a title and thumbnail.

- 2. How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?**

The overall style of my website would be a mix of modern and minimalist.

- 3. Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?**

I want the overall mood for my website to be relaxing. I think a dark mode aesthetic would work well with this, with a more vibrant color such as blue or purple being used for an accent. I don't have an exact preference for fonts but I don't want it to be distracting from the mood of the website. The only imagery I want on the website is going to be images and posters of games.

## **SDLC Approach and Timeline**

The SDLC model I will be choosing for my website is agile. I have an idea of what I want the website to look like but I don't want to plan everything from the start. There are some aspects of the website such as color and font choices that I would like to be open to changing.

Plan created with ChatGPT with prompts:

- “given this information, build an agile development plan with a clear timeline of phases and milestones along with a visual representation through a timeline (e.g., Gantt chart, flowchart, or detailed bullet list).” along with website requirements.
- “for this class I am only doing the visual elements with minimal backend work, could you rewrite the plan with that in mind?”.

## **Phase 1: Planning & Wireframing (Week 1–2)**

- Define visual goals (dark mode, accent colors, modern/minimalist).
- Sketch wireframes for:
  - Homepage (highlight reviews + games, welcome/tutorial)
  - Profile page
  - Games page (search + reviews preview)
  - Lists page
- Choose fonts, color palette, and imagery style.
- Decide on design tools/frameworks (e.g., Figma for mockups, HTML/CSS/Tailwind for build).

**Milestone:** Wireframes and style guide complete.

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## **Phase 2: Homepage & Navigation (Week 3–4)**

- Build homepage layout:
  - Top reviews section (placeholder cards).
  - Popular games section (grid of game posters).
  - Welcome message + tutorial section.
- Create site-wide navigation bar (Home, Profile, Games, Lists).
- Implement responsive layout (desktop/laptop first, mobile optional).

**Milestone:** Clickable homepage with working navigation.

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## **Phase 3: Core Pages Layout (Week 5–6)**

- **Profile Page:** Placeholder user info + review history grid.
- **Games Page:** Search bar mockup + results grid (no backend, just sample data).
- **Lists Page:** Example user-created list with cover images + descriptions.

- Add dark mode theme across all pages.

**Milestone:** All core pages built visually with placeholder content.

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#### **Phase 4: Interactivity & Styling (Week 7–8)**

- Add hover states, animations, and transitions for UI polish.
- Style buttons, cards, and forms to match modern aesthetic.
- Connect minimal interactivity (e.g., clicking a “Write Review” button opens a modal with sample form — no save needed).
- Ensure consistent typography and spacing.

**Milestone:** Site feels interactive and polished visually.

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#### **Phase 5: Final Polish & Presentation (Week 9)**

- Add tutorial/welcome overlay for new visitors.
- Insert sample images and dummy reviews.
- Conduct walkthrough of each page to show flow.
- Prepare presentation assets (screenshots, demo video, or live demo).

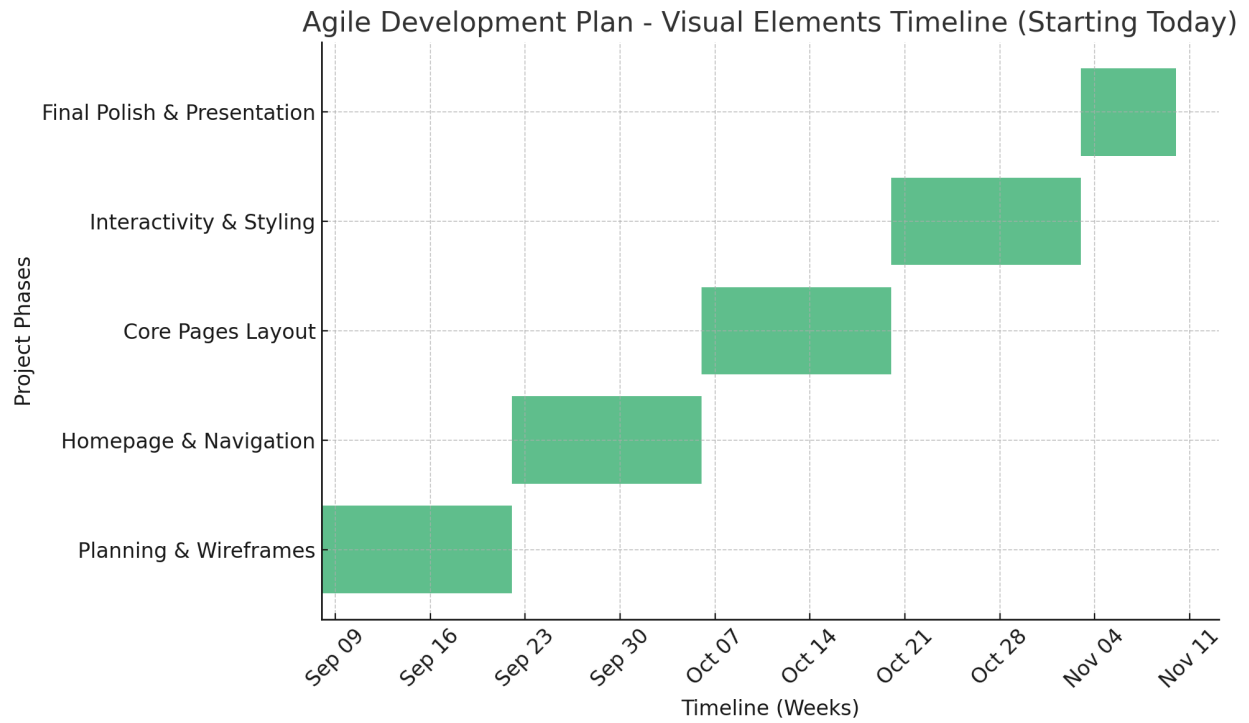
**Milestone:** Fully styled front-end prototype ready for class submission.

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Timeline created with ChatGPT with prompt:

- “yes could i have a visual representation please” and “could you have the timeline start with today?”.





## Logo

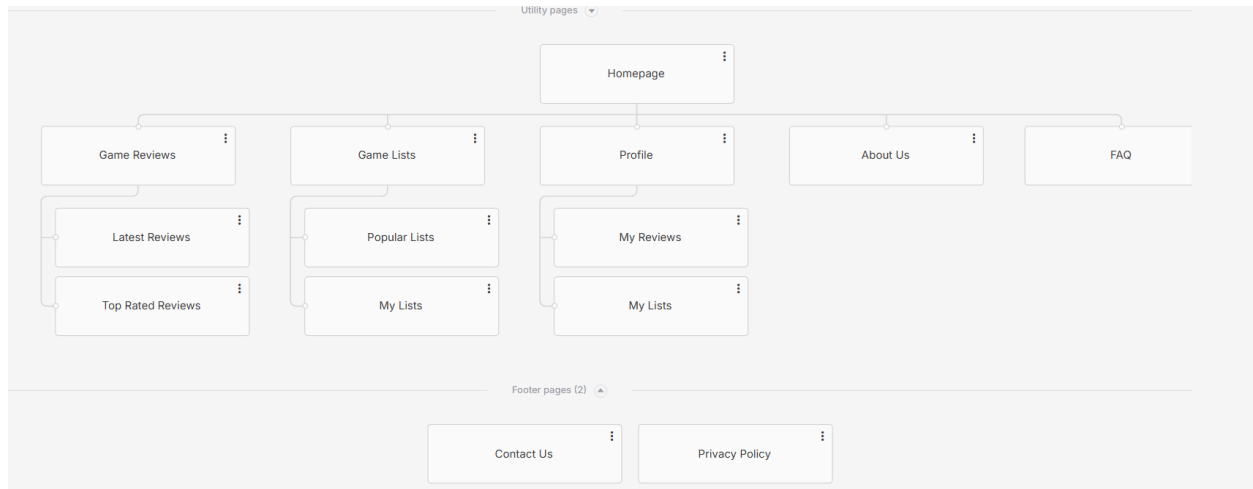
Created with Pixlr X



## Site Map

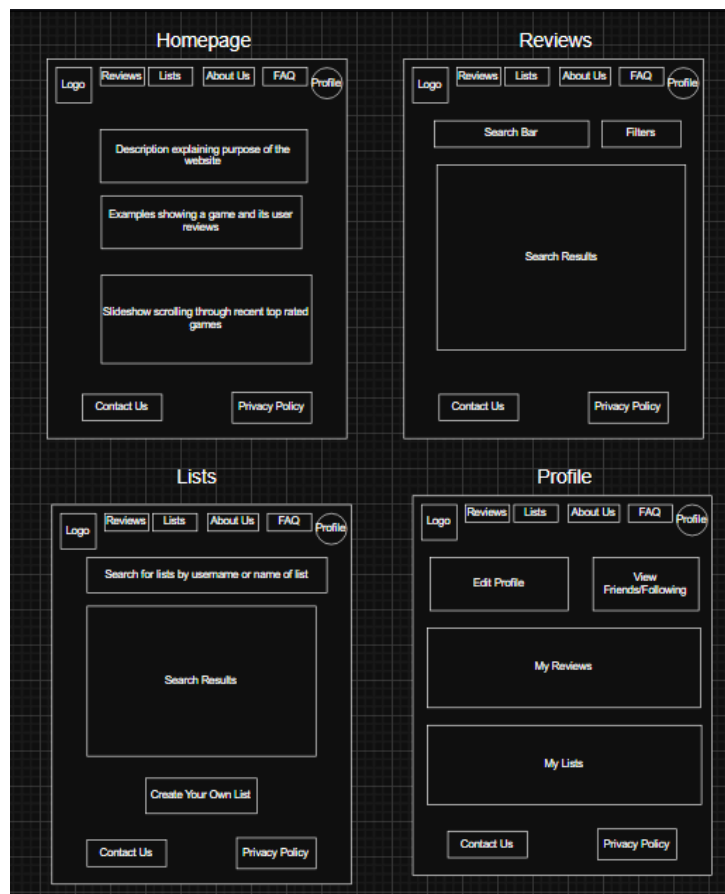
Created on Slickplan with the prompt

- “A website where users can post video game reviews and share them with others similar to Letterboxd. Users can also create lists of games for others to see.”



## Wireframes

Made with [draw.io](https://draw.io)



## **Accessibility**

Features for Visual Impairment Accessibility:

- Alternative text for images
- Contrasting colors will be used
- Bigger font sizes, especially for important text such as headers

Features for Hearing Impairment Accessibility:

- Any video content will have captioning

Features for Motor Impairment Accessibility:

- Full keyboard support so that navigation is possible even if the user struggles with using a mouse

Features for Cognitive Impairment Accessibility:

- Clearly organized content that maintains visual hierarchy

I will use WAVE and Google Lighthouse to audit the website for accessibility issues.