

RateGames

A product pitch by Ty Mitchell

The Problem

My product website addresses the problem of there being no mainstream review site for video games similar to rateyourmusic for music or letterboxd for movies. There are some platforms where you can leave user reviews, but they're platform specific and it would be more convenient to have them all under one bubble.

Your Solution

What is your product idea, and how does your website help solve the problem?

- Describe how your solution addresses the problem you identified.
- Keep it focused and clear
- Explain what makes your solution different

My product idea is to create a social review site for video games. This solution is different mainly because of the medium being covered. There are many of these types of sites but I haven't seen a popular one for video games really catch on.

Website Type

My website is a media/entertainment website. This is the best format to support my product as the selling point of my product is the website itself, not an outside source.

Software Development Process

I will use an agile software development process because while I have a general idea of what I want it to be, there are a lot of aspects that I want to be open to change. Choices such as font, layout, and color I want to actually see in action before I go with one or the other.

Target Audience

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)

Created with ChatGPT

Reasons for coming to site:

- Alex: Wants to catalog what games he has played
- Sarah: Wants to see reviews and lists made by others
- James: Wants to review games and share them with others

Key Content & Features

What will visitors find and do on the site?

- What pages are essential?

Homepage, reviews, lists, profile

- What main features should the site offer?

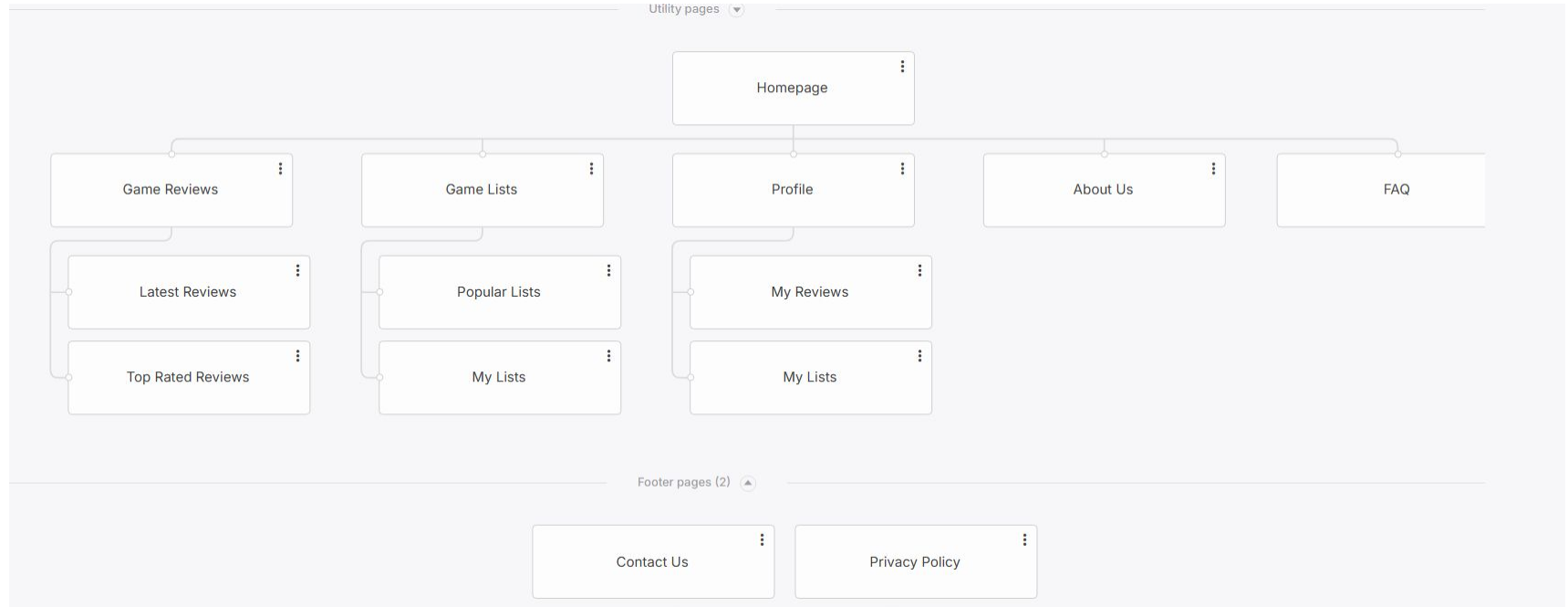
Ability to review games and make themed lists of games.

- What key content and features will help users achieve their goals?

A search function to search up popular games, and a review function where they can leave a review under that game.

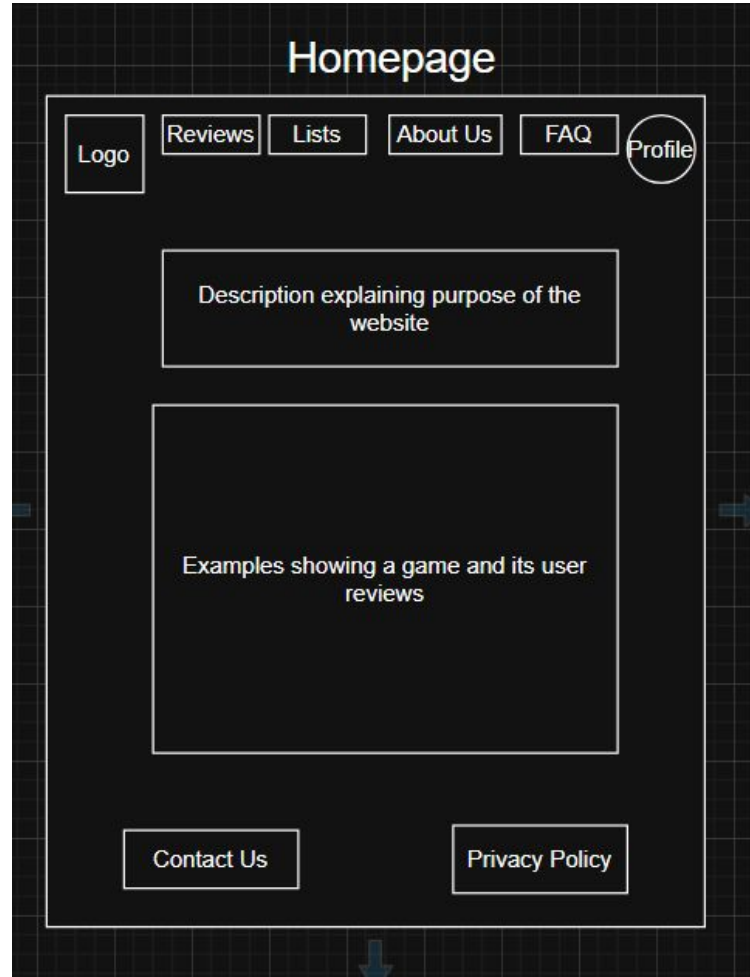
Site Map

Created with Slickplan



Wireframe

Done using draw.io



Pitch Summary

Wrap up your pitch.

- Why is your product needed?

My product is needed because there is no mainstream social review site for video games like there is for other mediums.

- What are the key benefits of your solution?

The key benefits for my solution is that it gives people who enjoy video games an outlet to express themselves to others.

- Why is now the right time for it?

Now is the right time for it because sites like Letterboxd and Rate Your Music have become very popular. This shows that people have an interest in these styles of sites which gives an opportunity for my product to take that space for video games.

Feedback Questions

Include any specific areas where you'd like peer or instructor feedback.

- Is the idea too derivative from other websites, and if so what would be an interesting twist on it?
- Is the target audience well-defined?
- What should the homepage of the website show?