

WESTMINSTER INTERNATIONAL UNIVERSITY IN TASHKENT

COURSEWORK SUBMISSION FORM

STUDENT USE		STAFF USE	
Module Name	Web Technology	First Marker's (acts as signature)	
Module Code	4BUIS011C	Second Marker's (acts as signature)	
Lecturer Name	Subair Ali Liyakath Ali Khan	Agreed Mark	
UoW Student IDs		For Registrar's office use only (hard copy submission)	
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Assignment Type	<input type="checkbox"/> Group <input checked="" type="checkbox"/> Individual		

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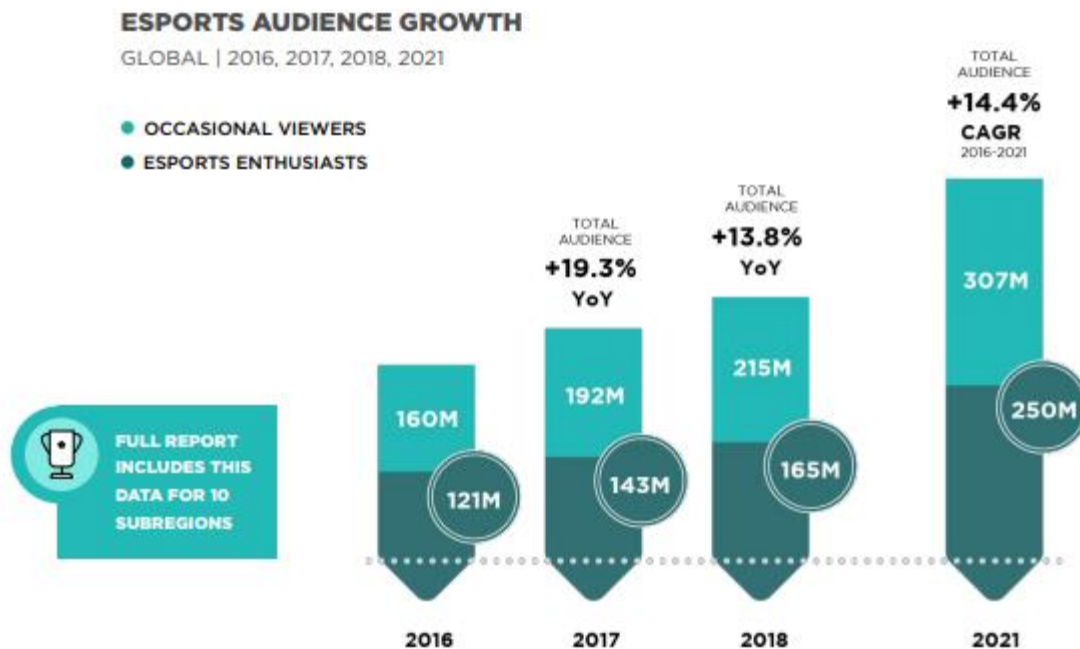
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Ultraluxe Store. Website report.

Target Audience.

The target audience of the website are gamers, mostly professional ones, who earn money on video games. As the products that are being sold on the website are relatively expensive than other complementary products on the market, mainly people with salary of above average are the regular customers.

The industry of cybersport is growing immensely fast and the annual average growth of eSports viewers is roughly 15%. According to Newzoo 2018 Global eSports Market Report, the global eSports economy in 2018 was \$906M which is 38.2% more than the year before. Having known that more and more people are aware of cybersports, the more people are willing to purchase high-end gear and hardware to upgrade their Personal Computers. The benefits of the premium hardware sold on the website is the ultimate experience that users will experience during their play, the quality and reliability. Only real enthusiasts would prefer to buy such sort of products.



Functions and Features.

The website is online store with limited number of products being sold on it. It has informative character, has basic but useful characteristics of a certain product. Three basic web design languages were used to create the website. The images of products and banners were taken from <https://www.msi.com/> - the world's leading gaming brand's website.

In the website customers can find brand new high quality hardware and devices. Videogame enthusiasts may fulfill all of their whims by purchasing the goods from there as the products that are being sold are specially designed for individuals who like to have better experience and esthetic pleasure from gaming than people who play with the hardware of lower quality.

The main function of the website is to sell the high quality hardware and devices to customers and to make the ordering process as quick as possible. The customer has to just fill in the required fields and get billed by the amount of money of the product cost and confirm the payment. The purchase would become less time consuming.

The responsive design of the website makes it even more handy, customers can buy goods from their mobile devices when they do not have access to laptops or PC's.

Comprehensive, modern and peculiar design clearly indicates the presence of gaming industry in the website and this can be stated as one of its key features alongside the visual effects. Moreover, it is very easy to navigate through the pages within the website and find what one wants.

The website features high quality images as representation of the goods that are being sold, the characteristics, but no description. As mentioned above, the website's purpose is to sell the product in the fastest way and description is not really important because customers before visiting our website to make a purchase gets familiarized with the hardware using other sources and here simply scans the specifications and makes orders a product.

Features of a project

To summarize, the features of the website should be pointed out:

- Stylish, modern, user friendly and thematic design;
- Easy to navigate;
- Responsive (supported on all devices);
- Quick order process as well as its processing time;
- High-end products.

Word count: 522

Reference:

Newzoo (2018). Global eSports Market Report 2018. *Newzoo*. Available from https://resources.newzoo.com/hubfs/Reports/Newzoo_2018_Global_Esports_Market_Report_Excerpt.pdf? [Accessed 19 November 2019].