I have been asked to create a multipage digital games review website. To follow the brief the website will need:

A website that is easy to navigate and find what the user is. Therefore, the page should include a way to filter by age rating and console and search for a specific game.

At least 5 pages that have:

A constant look, this includes a consistent colour scheme and layout.

Navigation between pages.

A range of different pages (see idea).

Reviews that:

Provide information on games that people want to play/buy.

Cover a range of games from a range of platforms such as Consoles, PC gaming, mobile gaming.

To have a target audience of my choice (see target audience)

Purpose

The purpose of this digital games review website is to provide informative and helpful reviews for a range of games from a range of different platforms and help people understand what a game is about, how it plays, how fun it is, and it the reader should buy and play the game.

This will mean that the website will need to be informative and helpful for the reader. The site needs to have insightful and useful reviews that help the reader come to a well-informed conclusion about if they would like the game and whether they should buy and play it.

Target Audience

The brief specified that I should chose a target audience for the digital games review website. The audience I have chosen is people who are interested in games and are of the age of up to the age of 12+.

I have chosen this as the games I will be reviewing will mostly have a PEGI rating of 12 or 15. This is because even though games exist with different ratings, I am not 18 or older so I do not want to give reviews for games I have not or cannot play as I believe this will makes the reviews more helpful as they will be from someone who has (hopefully) played the reviewed games. People who are 18 or older still play games with younger age ratings, for this reason the Target audience is 12+ not 12-18.

The majority of the reviewed games will be of ratings 12 or 15 but some games with a younger audience may be reviewed such as mobile games witch due to a limited number of games to review, the game will probably have a target audience of under 12. As this will only be a small number of games and not the majority, the audience will still be 12+ but people under 12 can use it even if the site and reviews are not tailored to them.

The target audience affects the games that will be reviewed as if the target audience were 3-12, games with more violence would not be reviewed as it would not be suitable, but games with lower age ratings will still be reviewed as it is not inappropriate for the target audience. The language of the reviews also changes due to the target audience, the language will be factual and informative, it will give my opinion on the game, but it will not be condescending to the audience. Due to this the website and its reviews should be able to be used by everyone no matter their age even if the games reviewed are not tailored specifically for what they would wish to play or buy. They should, especially if they are older than the target audience, still find the reviews for the games helpful and informative and help them make an educated decision if they want to buy the game or not.

Initial Idea

My initial idea looks like:

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Home-----------------Search [ ==========] -------about--- <-- this is on all the pages at the top as a nav bar

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-------Xbox----PlayStation-----Switch-----Computer----PC <--- this allows users to select platform

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--------------------------------Xbox----------------------------------<-- name of chosen platform

----------------Under-12---------12------------15----------------<-- this allows the user to select the age rating.

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-------Game-1------PEGI-rating---------Score/10---link----- <-- this is a preview of the review with link to the

------------------------------------------------------------------------ the full review.

-------Game-2------PEGI-rating---------Score/10---link----- format is repeated for all reviews.

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This layout allows the user to filter reviews by console and age rating.

The top bar allows for the user to go home, to the contact us/about page, and search for reviews from any page.

If reviews match the criteria, either search, platform, or age rating, then a preview of the review is shown. This allows people to get a quick glance at the name of the game, so they know if it is the game the user was looking for, the age rating, a quick review in the form of a n/10 score rating, and a link to the full in-depth review, that can be used if more information is needed on the game.

I believe this is a good format as it incorporates more that 5 webpages:

Home page

About/contact page

Search page, as seen above.

At least 3 reviews.

It is easy to navigate as users can search by name, or multiple terms, platform and age rating, although more terms such as the n/10-star rating may be added later.

The is a link to a full review of each game instead of the quick on shown in that list. This will work more link a typical review website with plot, pros, cons, etc. of each reviewed item.

Currently I am thinking that website will have a colour scheme of blacks and blues which will be standardized along with the layout across all pages to give a consistent look and feel to the website.