



**Playthru' – the video gaming
community**

<http://playthru.anastasiakeller.com/>

Exam-project
Multimedia design, MuA
Semester 2, May 2015

Fact-sheet



Anastasia Keller

annastacy.k@gmail.com

<http://anastasiakeller.com/sider/projekter/semester-2.html>

Advisors: Ditlev Skanderby (DSK)
Marc Kluge (KLU)

Pages: 44

Lines: 1.419

Words: 10.759

Characters: 54.658

Content

1. Introduction	1	4.6. Gantt-chart	6
1.1. Project definition.....	1	5. Business analysis.....	7
1.2. Project objectives.....	1	5.1. Stakeholder analysis	7
2. Business idea and problem formulation.....	1	5.2. Competitor analysis	9
2.1. The choice of business idea.....	1	5.3. Target group analysis.....	10
2.2. Background.....	2	5.3.1. Market segments	10
2.3. Problem definition and solution	2	5.3.2. Geo-demographics	12
2.4. Project scope	3	5.3.3. User needs and values.....	12
2.5. Delimitations and consequences	3	5.3.4. User profiles.....	14
3. Methodology and theory.....	1	5.4. SWOT	15
3.1. Project Management	1	6. Business communication	16
3.2. Analysis.....	1	6.1. Business model.....	16
3.3. Communication.....	1	6.2. Communication plan	16
3.4. Concept Development.....	1	6.3. Communication campaign stages.....	17
3.5. Designing process	1	7. Design Brief	18
3.6. Interaction development.....	1	8. Concept development.....	19
3.7. Usertest	1	8.1. Brainstorm on the brand identity	19
4. Project management and planning	2	8.1.1. The brand name	20
4.1. Project planning	2	8.1.2. Keywords.....	20
4.2. The team.....	2	8.2. Mood board.....	20
4.3. Initial Product Breakdown Structure (PBS)	3	9. Designing visual identity	21
4.4. PBS of the report – Recovery stage	4	9.1. Logo.....	21
4.5. WBS – Initial project stage	5	9.2. Color palette.....	22
		9.3. Style	22

TABLE OF CONTENTS

9.4. Typography	23	12. Conclusions.....	40
9.5. Textual content	23	13. References.....	41
9.6. Online communication materials	24	14. Appendices	42
9.6.1. Website	24	14.1. Appendix 1: WBS (detailed)	42
9.6.2. Ad banners	25	14.2. Appendix 2: Questionnaire (User survey)	43
9.6.3. Portal ad banners	26	14.3. Appendix 3: Survey results	44
9.7. Offline communication materials	26	14.4. Appendix 4: Gaming video.....	46
9.7.1. Poster	26	14.5. Appendix 5: ER-diagram.....	47
9.7.2. T-shirt design.....	28	14.6. Appendix 6: Database: table Videos	48
10. Information architecture.....	29	14.7. Appendix 7: Use Cases	49
10.1. Sketching	29	14.8. Appendix 8: Responsive design.....	50
10.2. Grid	29	14.9. Appendix 9: Preparation to usertest	51
10.3. Wireframes and mockups.....	29	14.10. Appendix 10: Usertest results.....	52
11. Interaction development	32	14.11. Appendix: Mock-up of the optimized profile-page 54	
11.1. Code structure.....	32	14.12. Appendix: Mockup of the optimized profile-page with videos	55
11.2. Responsive grid - simple grid code	32	14.13. Appendix.13: Flyers template	56
11.3. Databases	33		
11.4. PHP.....	34		
11.5. SEO	39		



1. Introduction

This report reflects the work process and results of the first-year exam project on the topic of starting a business **startup.dk** by the students of Multimedia Design and Communication Academy Profession education (Multimediedesigner erhvervsakademi-uddannelse) at Copenhagen Business Academy in Lyngby. The report is written in English, since the website and all other media materials were conceived, planned and produced in this language. Moreover English is also the main language of our target group.

As the project was meant to be done in groups of 3-4 students, it was initiated in a team of 3. However due to the loss of data and subsequent delay in the examination date, it was recreated by only one of them. The materials of group work are though included into the report.

1.1. Project definition

The purpose and requirements of the project were specified for us in the [project description](#) given by the school. The major requirement is to create a commercial business based on multimedia products consisting of visual identity, a website and an ad. Besides, our business must target a niche market.

In the course of the project all the development process and results should be documented in a report with respect to the 4 major educational areas: Communication and Presentation, Design and Visualization, Interaction Development and the Company. The final product should correspond to the major principles of design, functionality, usability, accessibility, and responsive design.

1.2. Project objectives

As this is the study project, its main objective is to acquire, and strengthen the new skills and knowledge by practicing the theory and methods learned during the first year of the Multimedia Design program in the commercial framework of planning, developing and implementing a business start-up company.

2. Business idea and problem formulation

First we decided to start with choosing a business idea. It is difficult to plan a project, if one doesn't know the topic and which requirements precisely it will demand.

2.1. The choice of business idea

We started by brainstorming about the personal interests and hobbies of each one of us, using mind-mapping technique.

Figure 1: Brainstorm 1- the choice of a business idea



After a short discussion we chose the idea of David to create a portal for posting gaming videos based on his hobby to create such videos. Besides he knew several potential target group representatives, which would have made it easier for us to conduct target market research and user-testing.

2.2. Background

Since the dawn of the video gaming industry, gamers have been trying to document their successes and failures by making recordings, screenshots with commentaries and tips and later on by making gaming videos which show how they play, called *playthroughs* or *Let's play videos*. [1] Such videos usually include commentaries of the player and sometimes small videos of themselves in a corner, where the viewer can also observe the players emotional expressions.

Few gamers managed to monetize their videos with the help of ad revenue from the video hosting sites. Few were even able to become internet celebrities and have earned millions on their individual brands. For example, the most famous gamer the Swedish Felix Kjellberg, or PewDiePie, as he brands himself, has earned over \$4 mln. in 2013. He has more than 34 mln. subscribers on YouTube, plus his own registered brand, a website and a series of merchandise products with his brand name on. [2]

This publicity has become a major stimulus for many other gamers to promote their videos on various networks in order, if not to become rich, then at least to get noticed. There are also lots of people who just watch those videos for fun and don't aspire to the fame of gaming video creators. This is due to the emotions the video producers express while playing. They often post a small video of themselves

playing in the corner of a game video, so that viewers can see the player's face while the player is commenting.

Making game videos is a creative process. There is a whole subculture of gaming video makers, with their own slang, illustration styles, clothing, literature, etc. Thus, it is very important for game video makers to have their own creative space, not only inside their videos, but also wherever they post them. It helps to highlight their identity.

2.3. Problem definition and solution

Our choice of business idea is based on the fact that even though there already exist quite a few video streaming networks (gaming.dk, Twitch, YouTube), most of them are failing to provide gamers with an opportunity to personalize their profiles. As an example, one of the gamers mentioned YouTube, which had cancelled the feature of setting a personalized background on their users' channel profiles some years ago. Nowadays it is only possible to set a personalized top-banner on YouTube channels.

Thus, we will create **a gaming video portal targeting a smaller group (a niche) of users, who wish to have their own gaming community network, where they can post and promote their gaming videos as well as watch and comment on other gamers' videos in a personalized and interactive environment they can relate to.**

Our portal is meant as **an online community for gaming video makers and their fans**. It is both a solution to an existing need for personalized space among the gaming video makers, as well as a new interactive trend-setting space, like DeviantArt¹, where users themselves create the environment, communication topics and supposedly new features.

¹Note of the author: <http://www.deviantart.com/> - is an online community for artists and photographers.

In this case the users are co-developers of the concept and the brand.

2.4. Project scope

Our plan is to create a website, where users can create and personalize profiles, post their gaming videos (in the form of links to their videos in YouTube) and comment on others' videos. Profit will be generated from advertisements of relevant and new games, which would be also interesting to the users.

There will be a possibility for users to avoid advertisements and get better customization features by buying Premium Membership for an affordable yearly fee (10-20€).

The website is meant mainly for the Danish market in the start-up stage, even though its target market is truly International, moreover that the trend for gaming portals has started in USA. Hence, the language of the portal is English.

As a part of the launch campaign, we will produce online ads (banners), poster and some merchandise products, as required by the project definition.

The estimated time of launch is the 30th of September, 2015. The project is developed in cooperation with Warner Bros. Entertainment Inc., a producer of a popular game Mortal Kombat, which we will advertise on our website.²

2.5. Delimitations and consequences

Gamers usually use footages from real games in their videos. Even though many game producers are interested in

such "free"³ advertising of their games, there are numerous legal issues connected with such videos.

First of all it is the copy right infringement. The game producers typically possess all the copy rights on all the game content, including any media reproduction of their games.

In 2013 Nintendo claimed a part of the ad revenues generated by gaming videos containing Nintendo game footages on YouTube. [3] This created an outrage among thousands of Nintendo lovers and the company decided to back off on their claims. Moreover, according to the case law on 'fair use' the public is entitled to use some of the copyright-protected content for purposes of commenting and criticism. [3]

In addition, some videos might be blocked or muted due to the infringement of copyright on the game theme music tracks, owned by some big multi-channel networks. [3] This issue though covers just a limited amount of gaming content and, thus, is not significant for our project.

We expect that in the future most of the legal issues connected with the gaming content will be resolved for the benefit of both game producers and gaming video creators, since they share interest for promoting games and attracting more viewers to the gaming videos.

² Note of the author: This cooperation is not real, but rather is an example.

³ Note of the author: However, some famous gamers even get paid by game producers for playing their games.

3. Methodology and theory

In this section I list all the methods, theories and models I have used while researching, analyzing, conceptualizing and designing in the course of this project, The methods and theories are distributed among the major activity fields, like Project management, Analysis, etc. The visual models supporting the theory are marked with a. b. c. ... Later on I describe some of these methods and theories directly in the report sections.

3.1. Project Management

Brainstorming

Prototyping

PBS/WBS

Gantt-chart

3.2. Analysis

Stakeholder Analysis

a. Stakeholder Model

Competitor Analysis

Target Group Analysis

a. user survey

b. segmentation

c. Maslow's Hierarchy of Needs

d. Minerva Model

e. SWOT

3.3. Communication

Laswell's Communication Model

Communication Plan

Design Brief

3.4. Concept Development

Brainstorming

Moodboard

Brand identity

3.5. Designing process

Visual identity - logo

Sketching and Mockups

Design principles

- Simplicity
- Colors
- CRAP – Contrast, Repetition, Alignment, Proximity
- Grids and Wireframes
- Information hierarchy

3.6. Interaction development

Usability

Use Case

ER-diagram

Grids and responsive design

Search Engine Optimization (SEO)

Validation

3.7. Usertest

Gangstertest

Usertest optimization

4. Project management and planning

For managing this project we used the prototyping method, whereby we have successively identified the project objective and scope, planned our activities, conducted business analysis, made a business plan, developed the brand concept and designed all its elements corresponding to the plan with insignificant deviations. We have also planned to make preparations for the user testing of the final product. The testing itself can be held as the next stage of the project, as well as re-design of the prototypes, if necessary.

4.1. Project planning

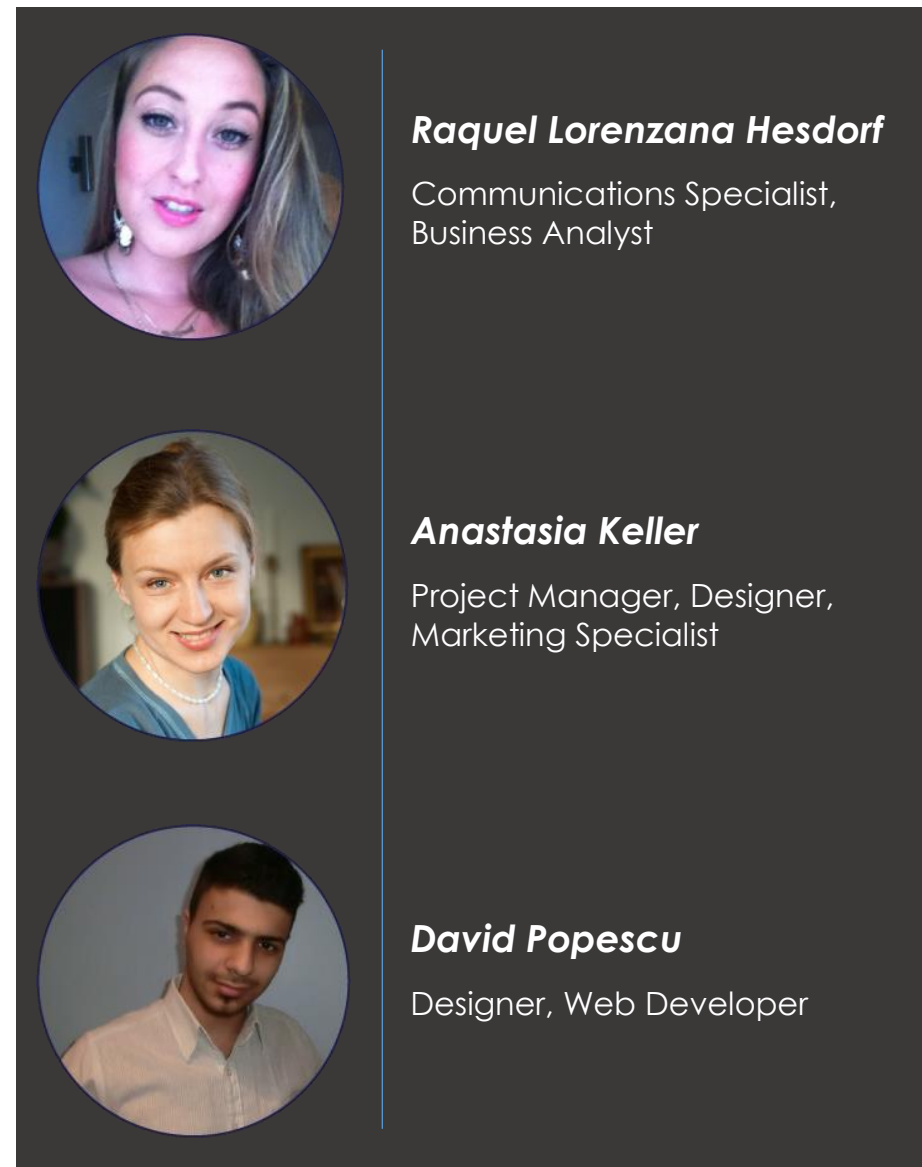
In the Project planning stage we tried to identify and distribute among us all necessary tasks to be done in order to reach our project objectives. We used the traditional models of Product Breakdown Structure (PBS), Work Breakdown Structure (WBS) to identify and distribute the tasks and Gantt-chart to show the relations between tasks, their completion deadlines and team members' involvement with different tasks.

Since the initial course of the project was interrupted due to the data loss prior to the delivery of the report, the project has 2 stages. The Initial stage is made in a group in May – June 2015. In the Recovery stage I try to reconstruct major documentation for the report prior to the 3d re-examination in August. In this report I will demonstrate both stages for the better understanding of the project development process.

4.2. The team

In the beginning we worked in the team of 3. I find it necessary to name them here, since they are mentioned in some planning models. We distributed the tasks among each other according to each other's' best competencies.

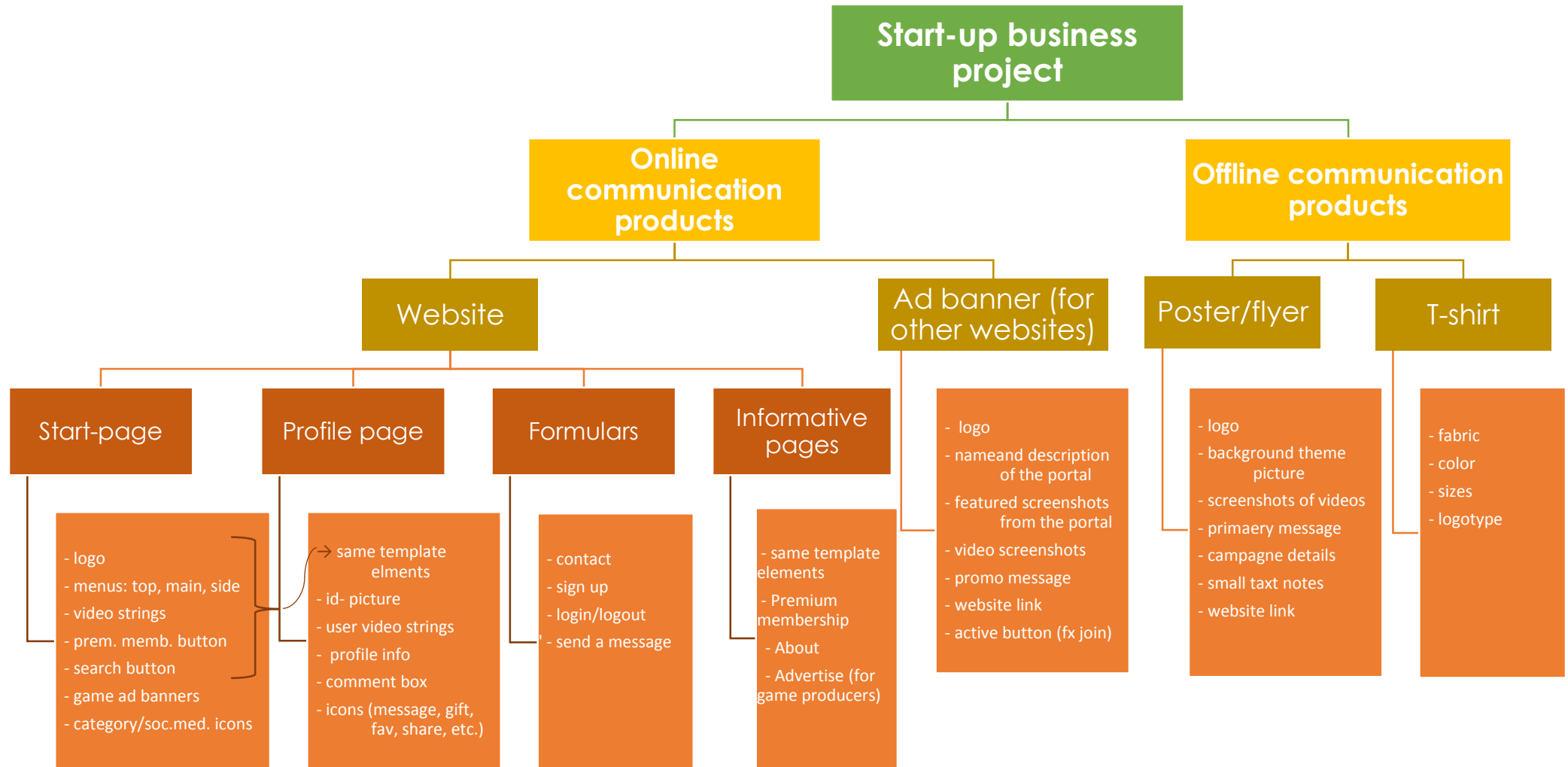
Figure 2: The team members – Initial project stage



4.3. Initial Product Breakdown Structure (PBS)

After we had chosen the idea for our business, we have mapped a Product Breakdown Structure, shown below.

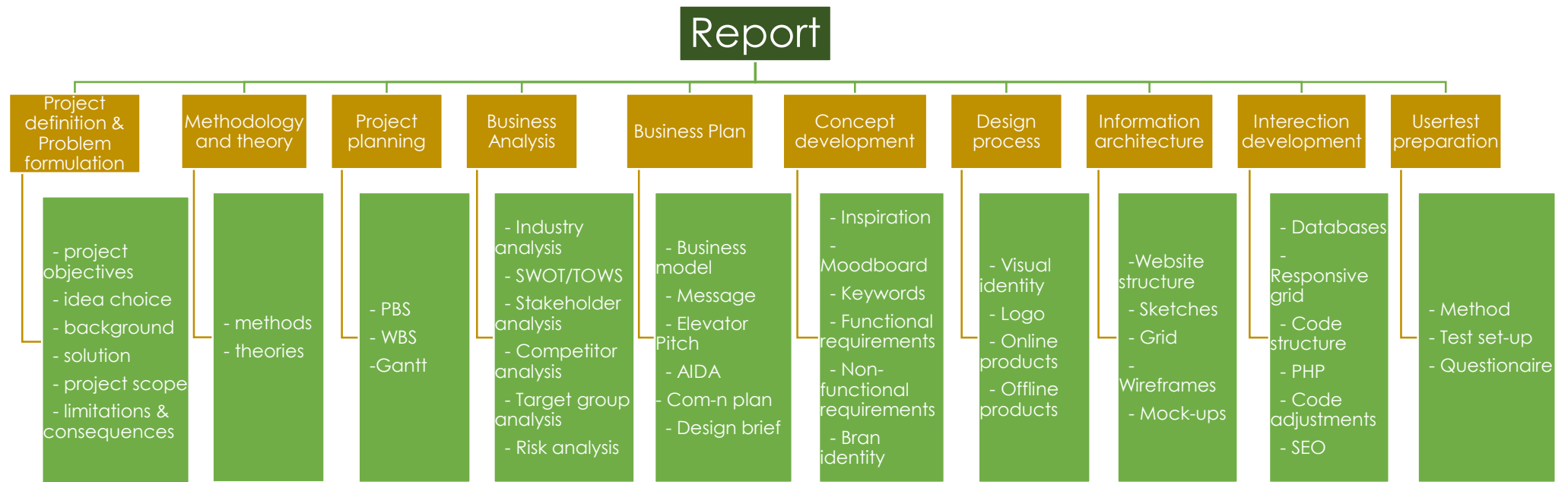
Figure 3: PBS of the design process – Initial project stage



4.4. PBS of the report – Recovery stage

I had to restore the data for the report, thus I made a separate PBS model prior to writing the report.

Figure 4: PBS of the report – Recovery stage



4.5. WBS – Initial project stage

After we have clarified the amount and types of the components of our project, we distributed tasks among each other corresponding to our individual competencies and fields of expertise. For example, David took a task of producing a gaming

video, in which all of us would participate, since he had had already good experience in making gaming videos before.

WBS chart below also shows the relation of tasks to the 4 development stages of the project: design of the visual identity, development of elements generated from databases, coding, and documentation for the report. [New WBS](#)

Figure 5: WBS

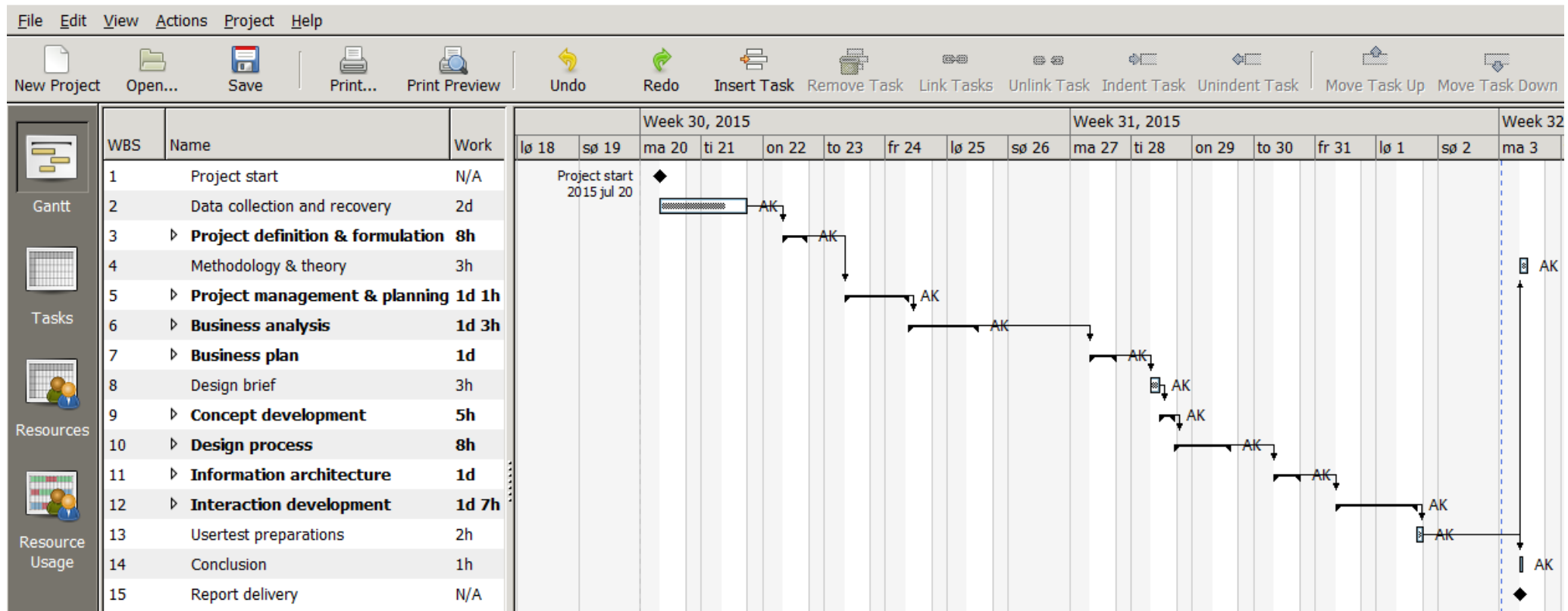


4.6. Gantt-chart

Due to the loss of the initial Gantt-chart and all the data about the timing and exact task distribution, I decided to

present here only Gantt-chart of the last *Recovery stage* of the project, which reflects my work on the report.

Figure 6: Gantt-chart



*I will present more detailed version of the Gantt-chart during the exam presentation.

5. Business analysis

Gaming video making is an integral part of the video gaming industry. People started recording themselves playing almost as early as the emergence of computer technology, as soon as the supporting technologies appeared on the market – starting from VHS tapes and up to the most advanced cameras nowadays. [4]

The video gaming industry is quite dynamic due to the quick technological development and change of trends. It makes it difficult to compete within its field, because of numerous risks, the complexity of relationship among various stakeholders and the abundance of competitors. We will discuss all of these factors using Stakeholder analysis, Competitor analysis, Target group analysis and SWOT model.

5.1. Stakeholder analysis

There are very many stakeholders involved into the video gaming business, some contributing to, others restricting the business activities. We have identified 3 categories: primary, secondary and key stakeholders.

Primary stakeholders are the ones who have most interest in and influence on our business. Among them are:

A. Our target groups (users), consisting of the primary and the secondary target groups: gaming video makers and gaming video viewers (e.g. schoolchildren, students and it-professionals). They have most influence on the solutions about how our portal should function and look, and hopefully most interest in it. There is a risk that they might not want to use our website, choosing other video hosting/streaming channels. We plan to attract their at-

tention with an effective promotion campaign and involve them into the decision making process about some of the features and layout on our portal.

B. Competitors are other video hosting websites, like YouTube, or gaming video streaming providers like Twitch.⁴ The industry is overflowing with competition and is very dynamic, so it is a risky business. To be able to compete, we shall target a niche market – non-established, beginner and non-professional gamers, actually the majority of gamers all over the world, who want to have their own online place of reference with possibilities of customizing their profiles.

C. Video game producers have a direct influence on our business. First of all, because they are interested in advertising their games through gaming videos and on our website to our users, who are also their primary target market. On the other hand they might want to limit our activities practicing their copy right on the major content of gaming videos, posted on our portal. We plan to set up solid cooperation with some of them, to avoid risks and to secure revenues from game ads on our portal.

Secondary stakeholders are the ones, who have some interest in the field and therefore can influence somewhat or get influenced by our business. This category includes.

D. Our employees and their competencies and involvement are a major part of success. Therefore, we will be choosing carefully the right kind of web developers, who are gamers themselves. It is important that they can understand well the subculture of the gamers and communicate with our users on the language they can un-

⁴ *Note: read more about competitors in [5.2. Competitor analysis](#)

derstand and relate to. There is a risk though that employees quit or switch to our competitors, whereby the leakage of our ideas might happen. Thus, it is crucial to have loyal employees and to pay them well.

E. School teachers and parents of the youngest gamer category – teenagers. They might prevent our users from using the portal too much, because many parents and some teachers are concerned with computer/internet overuse of their children. However, the influence of the technology development defines more and more various activities in the society. Education is one of them. Teachers might be interested in their students learning new skills while making gaming videos and socializing with other gamers. Some schools in Denmark already use video games for educational purposes. [5] In the future our portal might introduce a category of educational games to support schools.

F. Trend setters are the individuals who made a big success with their gaming videos online. As mentioned [before](#) they have many followers among the conventional gamers, who want to be like them. Thus, their influence is obvious. Even though they are not in the primary target group for us, it would be still nice to invite some of them to use our portal too. The risk is that if they start talking negatively of our portal for some reason, it might reduce the number of our followers significantly. Therefore, we plan to offer premium membership trial to some of them for free.

G. Gaming tournaments and conventions are another group of trendsetters. They keep abreast with technological developments and new tendencies in the gaming industry. It would be beneficial for us to participate in such events, where we can also advertise for our portal.

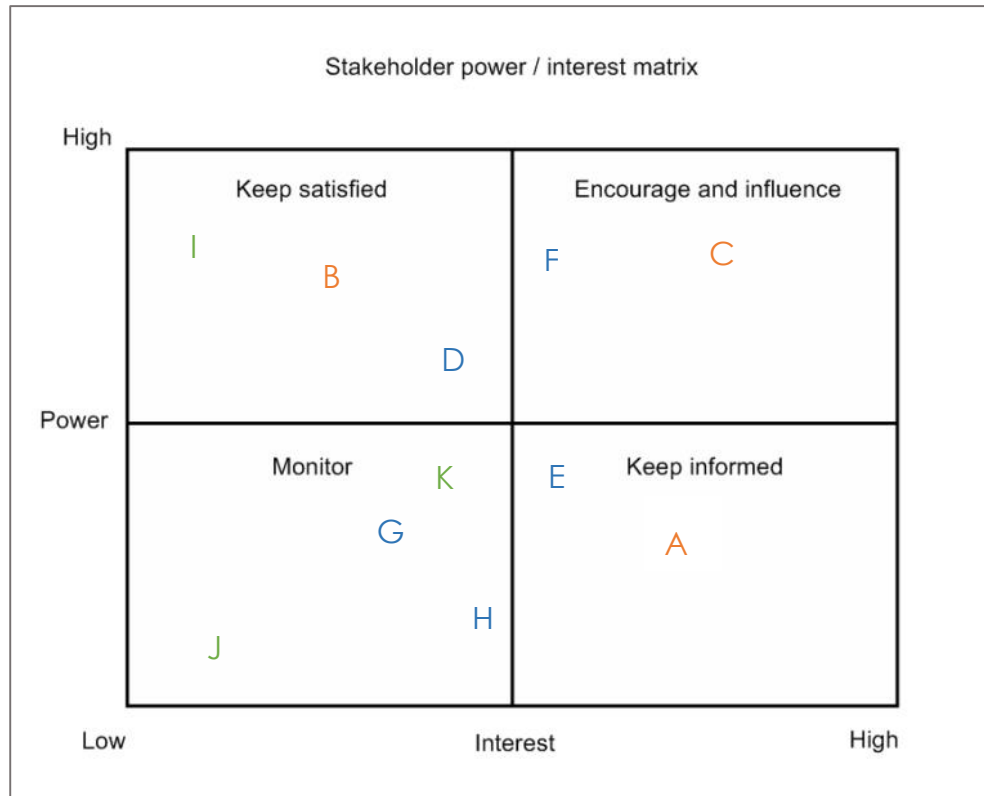
H. Gaming magazines, both periodic and online, are important stakeholders, since they also set trends in the field. They can influence our portal by giving reviews on our portal activities, which might be both positive and negative. We cannot really control what they say about us. However we can advertise there and get attention of our users in this way. We can also have gaming magazine ads on our portal and earn money on that.

Key stakeholders are the ones, who have no direct influence on the gaming video business, but are involved through their activities and can influence the development of our business too. These category includes:

I. Regulators, who can restrict portals activities due to legal issues with copy rights of game producers and other content owners on the content used in gaming videos. Even though our users have “fair use” right to utilize some of the game contents, it is restricted in some cases. We will have to find an efficient system of filtering videos to avoid copy right infringement on our portal.

J. Politicians also have influence through legislative actions and by monitoring public opinion on computer gaming. There are some conservative politicians, who might instigate public against computer games in general. However, they do not influence our target groups, since they usually represent an older generation. The risks from their influence are minimal.

K. The press is a key stakeholder, because they can also influence our target market and the general public by writing good or bad articles about our portal or the gaming industry in general. However, the press does not have direct influence, since the public is free to accept or not accept their opinions.

Figure 7: Stakeholder model

According to the Stakeholder model above Politicians, Press, Gaming tournaments and Gaming magazines have the lowest level of interest and influence on our business. They only need to be monitored.

The stakeholders who have the most influence on, but not so much interest in our portal are Competitors, Employees and Regulators. It is important to keep them satisfied and meet their requests, like in the case with regulators in order to avoid problems with law suits. Some competitors might

accuse us of copying their business concept, therefore we need to develop a really unique business concept.

Naturally we need to keep informed our target group, including school teachers and parents of the youngest users about possibilities and news on our portal in order to increase their interest and involvement with the portal.

The key players, with whom we will need to cooperate are game producers and trend setters, since they have much influence on our business and our target group.

5.2. Competitor analysis⁵

Our major competitors are video hosting websites like YouTube, Vimeo, DailyMotion, Zippcast, and gaming video streaming channel Twitch.

YouTube is the biggest competitor of all others, since YouTube offers everything that all the other competitors do. On YouTube one can stream any kind of video and there are many themed channels which has reached an enormous popularity. Among them there are also gaming video channels, as mentioned [earlier](#).

Due to its huge traffic and so many rules and limitations YouTube has some major disadvantages - the lack of support and feedback to its users, insufficient possibilities for channel customization and threat of spontaneous removal of videos because of constant video filtering and change in regulations. Many users feel insecure and particularly "not special". Many would have liked to be able to personalize their channels better and to get more help in promoting their videos. This is where we have a niche to step in and take away a portion of unsatisfied gamers from YouTube.

⁵ Note: some of the materials in this section were initially written by David Popescu

Our target market is much smaller than the one of YouTube, so we do not have to be afraid that YouTube will undertake any aggressive defense actions against us. It also makes it possible for us to provide the necessary support to our users.

Another big competitor is **Twitch**, which unlike YouTube, is all about streaming live games rather than posting videos. Basically they have the same target market like us, but primarily in USA. We can choose to focus our efforts more on Scandinavian and European markets to avoid too much competition with Twitch. Another competitive advantage for us would be the nature of the gaming videos compared to the streaming sessions, which can take hours. Gaming videos are more emotional and creative, made mainly to entertain the viewer. Whereas streams are meant to provide users with a real-time gaming experience. There is not much “acting” in them, but rather long periods of silence. Their purpose is different, thus this segment of the market is also less relevant for us.

A third relevant player would be **ZippCast**, which is a copy of YouTube, but they have a feature of profile customization available to their users. That's a more real threat for us, since the niche market they are targeting is very close to ours. The only downside they have is too simple and old design of pages. Thus, it will be necessary for us to make more effort on the up-to-date layout and design on our website in order to stand out.

There are also few other smaller video hosting websites, like **DailyMotion** and **Vimeo**. They have similar functions as YouTube. However, they are not of a big threat to us, since they are not specializing on games, neither offering customization options.

5.3. Target group analysis

It is very important in the beginning of any business to identify who we want to sell our service or products to and to evaluate correctly their needs for this service/products. Therefore we have carried out a thorough target group analysis, including evaluation of the relevant market segments, geo-demographical factors, user needs and values. In the end we describe few profiles of the potential users of our gaming video portal.

5.3.1. Market segments

Our target group is quite various, starting from schoolchildren and ending with IT professionals. Therefore we decided to divide it into several segments in order to see which of them are most relevant to us. Moreover, it is difficult to target several segments at the same time.

In the end of the analysis we will choose one segment as a primary target group to focus on. Few others will be correspondingly a secondary target group.

Segment 1: Dependent schoolchildren –10-15 year old

Nowadays children start playing video games since kindergarten age. However it takes a while for them to gain skills for recording and posting their gaming process. On YouTube we found gaming videos of youngsters of as early as 10 years old, so we start this category from 10. 15 years old is the limit, since in that age some children start already making their own money, thus gaining more independence from their parents.

This category is named “Dependent schoolchildren”, because they cannot make all the decisions about buying necessary equipment and about the time they are play-

ing themselves. It is parents and to some degree teachers, who define the limits of their gaming consumption. However, these children still receive playstations as presents from their families and often get encouraged to play by their older siblings. They are also quite numerous segment (about 20%), since they have a lot of free time.

Segment 2: Pre-graduate schoolchildren/students – 15 -25 years old.

This is the biggest segment (30 -40% of the market) among others mentioned here. By this age these young gamers get quite experienced and finally get more opportunities to practice their hobbies, after they start earning money, e.g. by taking student jobs. Most of them are students, and as we all well now, students use a lot of time for partying and socializing.

Gamers are usually not the most socially active people. They are usually somewhat shy, maybe looking a bit like freaks in the eyes of their peers. Nevertheless, they would like to stand out, to show their talent in what they can do well – playing games. They want to connect with other players and socialize with them through online media.

15 – 25 is the age when young people are still searching for their identity and like to experiment. They are willing to spend money on their small projects, hoping to get successful like other “professional gamers”.

Segment 3: IT-professionals, 25- 35 years old.

This segment takes the third place among the other segments of gamers who are practicing making and sharing their gaming videos. Some it-minded youngsters by that age have already graduated from some it-specializations and continue working in this field. Now they have more money to practice their hobbies, but less free time.

Some get married and get children, which reduces their free time. Others lose interest in gaming by that time.

However, the ones who keep playing and making gaming videos at that stage are actually potentially the most loyal users. But it is difficult to attract their attention, since they have already probably found some more professional web places to do so. They participate in gaming conventions and tournaments and get connected with local players, rather than chatting with some young gamers online.

Therefore we will not target this segment with the launch campaign. However, in the future we might attract more of them, when the portal gains more popularity and gets a more professional look.

Segment 4: Professional gamers (trend setters), 18-35 y.o.

A “professional gamer” or a “pro gamer” is “a gamer who uses competitive gaming (tournaments, leagues, etc.) as their sole source of income”. [6] In this category we also include some successful gamers, who earn money by posting their gaming videos and getting ad revenues from multiple views. We have already mentioned [PewDiePie](#), who is known to be the most successful online gamer in the world. He is the good example.

This is the least numerous segment among all others, but the most influential. They are setting the trends in gaming, by being successful and on the edge of the technology and modern gaming trends.

It will be difficult to involve them, because they actually do not need us, since they have no need for promotion. Everybody knows them already anyway. But it would be beneficial for us to attract few of them to help to promote our portal to other gamers. We hope to be able to

do so by offering free premium membership to some of the “pro gamers”.

From the description of segments above it is clear that **Segment 1** and **Segment 2** are the **primary target group** for us to target on this stage of the project. The basic features of our portal will be free of charge, and the premium membership will be cheap enough for the students to afford. These 2 segments combined represent the majority of users on the market – up to 60%. With time we plan to add some features to the portal which will help to upgrade its attractiveness to other more affluent segments. Right now we need to build up the user base and awareness about our gaming video portal.

We will also consider **Segment 4** of “pro gamers”, since they can help us to increase our popularity among the first 2 segments.

5.3.2. Geo-demographics

Let's look closer at geo-demographical factors of our primary target group.

Age: 10-15 and 15-25 years old

Gender: The gender statistics of gaming video makers has not been counted yet, so from some gamers estimation around 90% of gaming video makers are males. [7] Even though the number of females posting game videos is growing. As gaming videos are not only about playing, but also showing off yourself, it can be possible to attract more females to use the portal. Moreover, guys are naturally attracted to the videos with girls in, as one of the users stated during survey (David). However, the dynamics of this change are slow, so we will mainly target guys with our communication and design.

Geography: We will start with targeting Scandinavian and European youth, hence the language of the portal is English. However, gaming is truly an international thing. Most of the games are played in English, also including live gaming streams online. We hope the portal will attract gamers from all over the world.

Occupation and income: Mainly schoolchildren and students. Some of them have part-time or student jobs. Others are pending between education and job. Therefore their incomes vary a lot: from very low to average. We want the portal to be user-friendly to all users. Therefore all major features including creating profiles, posting videos and commenting will be free.

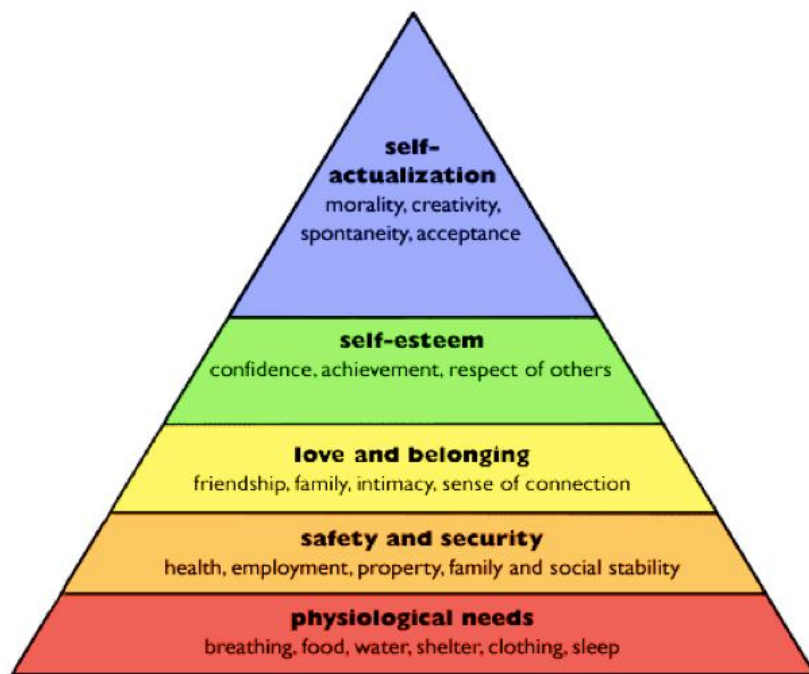
Family status: There are very few users, who by this age have already created family. Most of them live alone or with their friends, in dorms or sharing rent for apartment. Some still live with their families. We are interested in both categories, since the ones living with their parents usually long to “escape” from their control by going into another reality of online chatting and gaming. The ones who live with friends will share information about a newly discovered portal with their friends, which is also good for the increase of the awareness about our portal.

5.3.3. User needs and values

In order to find out more about needs, wishes and habits of our potential users, we have carried out a survey. As participants for our survey, we chose 5 representatives of the younger market segments 1 and 2, which are primary target group. The survey is based on the carefully compiled [Questionnaire](#), which can be seen in Appendices.

Based on our findings we conclude that our primary target group) has **the need for a common specialized online network, “separate video-hub” for gaming video makers, where they can post their videos in personalized profiles and see other gamers’ videos, with a possibility to comment and communicate with each other.**

Figure 8: Maslow’s Hierarchy of needs

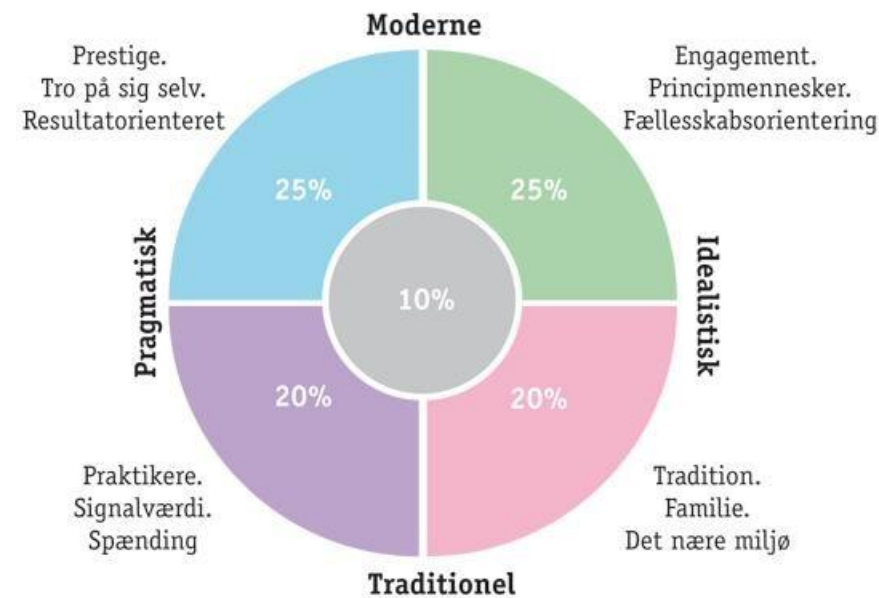


According to the Maslow’s Hierarchy of Needs, shown above, the needs of our target group vary between the need for love and belonging, self-esteem, and self-actualization. The younger segment 1 will naturally have more need for belonging to a certain community, which we hope to fulfill by creating a gaming video portal in recognizable for young gamers style. They need to feel welcome and surrounded by other users just like them. The supportive stuff would also be a plus.

Older users (segments 2 and 3) want to get better level of self-esteem and self-actualization. The features of customization and freedom for their creativity expression are of major value to them. Self-esteem seekers also dwell on appreciation of others. Therefore, commentaries from other participants and promotion help would be relevant for them. We could also introduce gaming tournaments and prizes for best performance to meet their needs. They are the ones who might be willing to pay for extra features.

On the Minerva model below younger segment 1 lies in the green section. They are engaged and community-oriented. Segments 2 and 3 are somewhere between blue and green, depending on personal profiles. Getting prestige from their activities is also important for them.

Figure 9: The Minerva model



5.3.4. User profiles

Based on the results of [User survey](#), we made several user profiles, shown below.

For profile pictures we used gamers' avatars, since this is what they usually use when they participate in gaming chats and communities.

Figure 10: User profiles (Segments 1 and 2)



David (heydavid17), 21, Denmark

Multimedia design student at Copenhagen Business Academy

"I like to record gaming videos for fun, and I get to show off my skills as a player and video maker. It is cool to hear what others think about my works. It is also fun to see others play."



Arvid (DigitalMasterpieces), 18, Norway

Gymnasium student, Oslo

"I want gamers to have a separate video-hub, strictly for gaming purposes. ... a website strictly for gaming videos would not collect random junk from all over the internet, but only high quality gaming content for more simple and oriented use."



Andrew (supster131), 15, USA

School pupil, Los Angeles

"I am interested to make a profile [on the portal] to show the rest of the world my talent in games. ... It's all about the content."

5.4. SWOT

The SWOT model below shows Strengths and Weaknesses of our planned business inside of the company and some of

the external Opportunities and Threats. The external factors involve our stakeholders, while internal factors show our competitive advantages and disadvantages.

Figure 11: SWOT analysis

Internal	<p>Strengths:</p> <ul style="list-style-type: none"> - unique needs of the target market, not sufficiently met by any competitor - customization feature on the portal - employees from the gaming community, who understand the style and slang of users - fitting modern design - easy access to gaming networks for collection of user feedback - low cost for start-up - no need for office, etc. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> - unfinished design of the portal - too high costs of the promotional campaign - too high costs of maintenance of the portal, including user personelle for user support - the portal is not known to users yet - complexity of the target group segments, which one to focus on? - possibility of trolling in comments, posting of unrelated videos, etc.
External	<p>Opportunities:</p> <ul style="list-style-type: none"> - cooperation with game producers - participation in gaming tournaments and conventions - technology change might provide new possibilities - expanding to other market segments, fx. educational gaming videos - expanding worldwide (fx. to US market) - introducing new services, fx live broadcasts 	<p>Threats:</p> <ul style="list-style-type: none"> - big competitors: Youtube, Twitch, ZippCast might apply aggressive tactics against us - copy right issues with game and music producers - new legal restrictions for gaming content posting - technology change can make our portal outdated - gaming videos might lose their popularity - Trend setters might disfavor our portal - New competitors

6. Business communication

To communicate our message to the users, first we identified a Business model, describing how we plan to make money. Then we made a Communication plan.

6.1. Business model

The business model of our portal is *online community*. A good example of it would be www.deviantart.com, on which people with similar interests can share their creations (art in the case with DeviantArt and gaming videos in the case with our portal) in order to get feedback from others, chat, share experience and joy of communication about their hobby. This kind of communities usually target niche markets and aim to meet the needs of belonging and self-actualization of particular groups of people with particular common features. This way they differ from mass-market products, which cannot meet the needs of everybody.

The participation on online communities is free by definition, but additional services/products cost something. For example, on our video gaming portal registration is free, but additional customization and promotion cost money. To get extra services, users need to upgrade to Premium Membership or buy additional products, e.g. T-shirts.

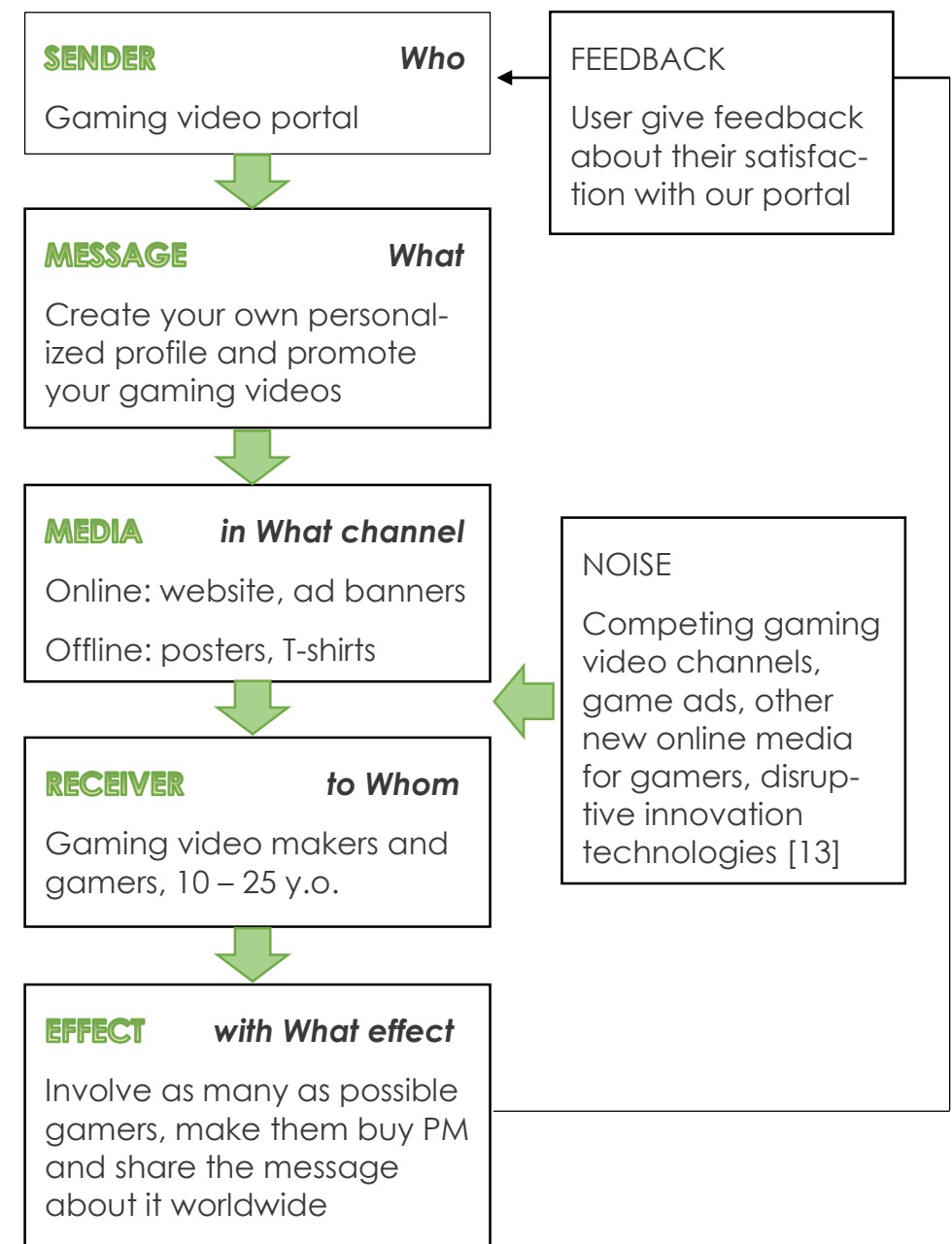
Another source of income is advertising banners of related businesses, like game producers in our case. We plan to go into cooperation with several game producers and place their ads on our portal. If users want to avoid seeing ads, they need to buy Premium Membership.

6.2. Communication plan

In order to reach awareness among our users about our portal, we need to communicate effectively to them. To achieve this we need to answer Laswell's 5 questions [8]:

Who says **What** to **Whom** in **What Channel** with **What Effect**?

Figure 12: Laswell's Communication Model [9]



6.3. Communication campaign stages

Planning our project, we tried to think about the future possibilities of the development of our gaming video portal. Thus, we have identified 3 stages in our communication campaign: launch of the online portal, its development and optimization and introducing more products/services.

Stage 1. Launch

In the beginning we need to attract attention of the potential users to our portal. We will do this by means of:

- launching the website;
- advertising website with ad banners on other relevant websites (game websites, online gaming magazines);
- placing posters in net cafes, and game stores;
- promotional campaign: free background profile wallpapers and free T-shirts with our portal's logotype on them to the first 50 users, who create profiles on our portal;
- cooperation with popular game producers (Mortal Kombat for this campaign) – their popularity will attract more users to our portal.

Stage 2. Portal development and optimization

After we raise awareness about our campaign among the users, we will need to retain their attention and keep satisfying their emerging needs. We plan to do this by:

- using Google analytics and SEO optimization so that more users can find us through Google search;

- making changes to the website according to regular usertests on functionalities and design;
- getting feedback from our users about their experience on our portal by analyzing their comments on the portal and internal surveys;
- new promotional campaigns like online banners, to sell more Premium Memberships;
- involving more game sponsors to advertise about their new games;
- involving gamers to the portal's development;
- involving famous professional gamers, after our portal get a more professional look.

Stage 3. Retention - introducing new products/services

After we build up a solid user bases make sure we can involve more users, supposedly also from some other related market segments

- introducing new branded merchandise (e.g. caps), and distribute/sell them on relevant events;
- adding new features to our portal on demand of the users, e.g. streaming live gaming sessions, "Give a gift to your gaming friend" feature, etc.;
- adding customization options on profiles;
- organizing gaming tournaments, or other gathering events for gamers locally;
- competitions and prizes on the portal.

7. Design Brief

Project objective:

Develop and design a website-portal for gaming video makers, where they can post their videos in personalized profiles, comment on each other's videos and interact with each other in various ways by chatting, giving gifts, playing live, etc.

Message:

It is easy and fun to promote your gaming videos on our portal. Just create your own personalized profile and post as many videos as you want. Get noticed. Get commented on! Get laughed at! Get shared around!

Timeframe:

Initial project: May 4 – May 29, 2015

Recovery phase: June 20 – August 3, 2015

Optimization phase: September 1 – September 29, 2015

Website launch: September 30, 2015

Retention stage: promotional campaigns min. 2 times a year

Target groups

- **Primary:** Gaming video makers of the young segment (10 – 25 y.o.) and their fans
- **Secondary:** gaming video makers of the IT-professional segment (25-35 and older) including professional gamers

Additional design materials:

Online: game ad banners and portal ad banners

Offline: posters, (flyers), T-shirts

Partnership and cooperation: Mortal Kombat, popular gamers

Functions on the portal:

1. creating personalized profiles
2. editing/customizing profiles
3. video posting
4. log in/logout
5. viewing other users' videos by categories
6. commenting on videos, profiles
7. creating playlists on personal profiles
8. “friending” other users
9. chatting (in prospect)
10. participating in live streams (in prospect)
11. sending personal messages to other users (in prospect)
12. rating other peoples videos
13. getting own videos featured
14. buying premium membership, wallpapers, t-shirts, etc.
15. giving gifts to friends (in prospect)
16. contacting portal developers
17. help and FAQ (technical support, promotion advice)

Style: gaming-related, modern, but simple

Color: gaming console colors – black and green, or neutral (for easier personalization of the users' profiles)

Typography: for logo and poster – fonts from video games, for the website – simple modern sans serif font, easy to read

Visual elements: Logo, functional icons for the website (e.g. message, give a gift), premium membership card, etc.

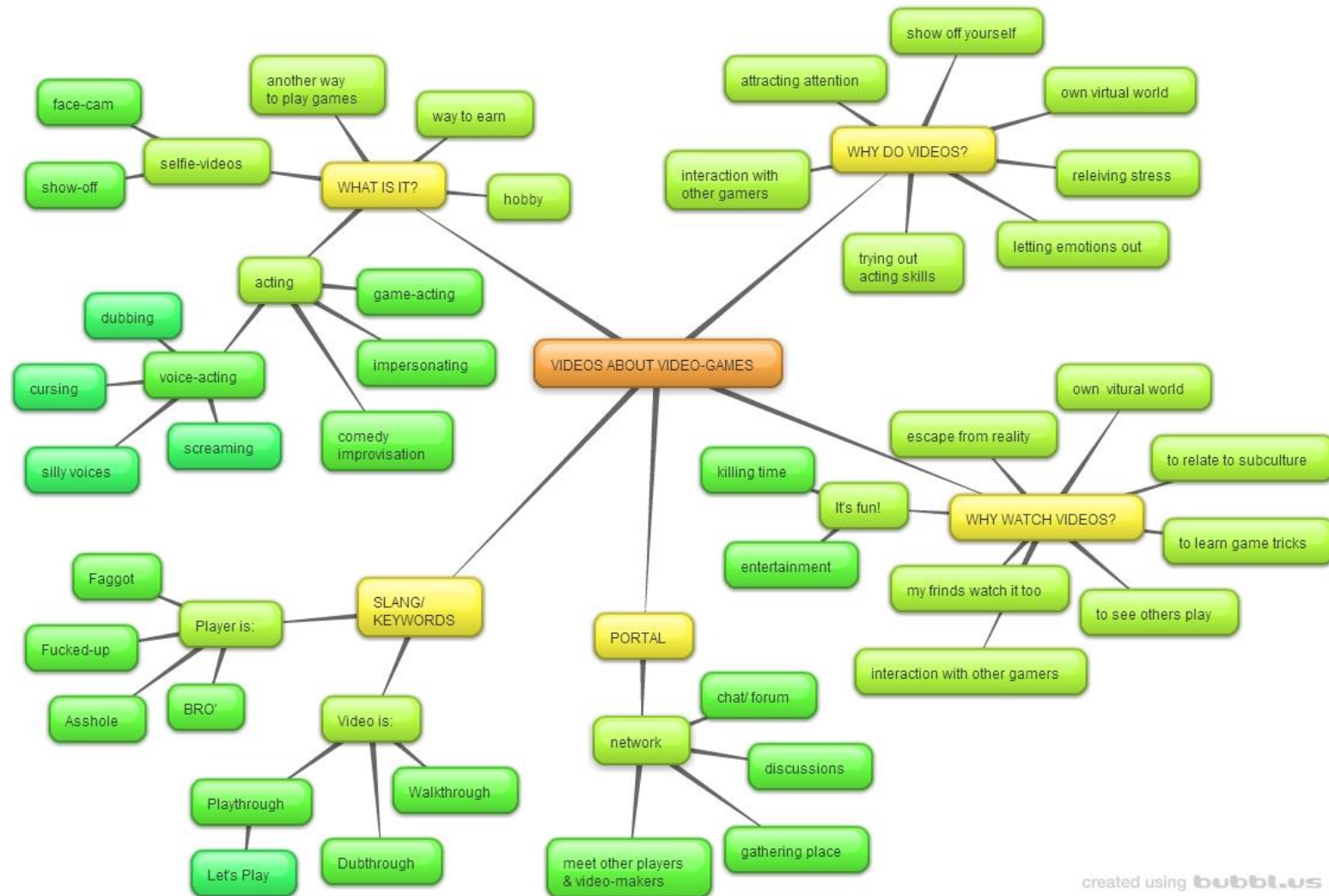
Texts: in English, minimum text on the front page – it is all about videos. Necessary texts are short, using gamers' slang. Main content provided by users.

Textual pages: About, Premium Membership and Advertise (for game producers and other advertisers on our portal).

8. Concept development

After we finished planning and analysis of marketing and business related data, we needed to define the brand identity of our portal: the name and the main values of our brand.

Figure 12: Brainstorm 2 - The choice of the brand name



8.1. Brainstorm on the brand identity

So we made another brainstorm, trying to answer questions, like: *What users want? Why do they post videos? Why gamers watch other gamers play?* The chart below also depicts users' values and expectations to our brand. We also used this brainstorm to find the name for our brand and website.

8.1.1. The brand name

In the search for the portal's name, we have considered the definition of the gaming video, the way gamers call it. There are 2 terms defining such videos: **Let's play** and **Playthrough**, both meaning "a recording" of "the act of playing a game from start to finish" [10] with live commentary. Even though they both mean the same, the words "Let's play" might be associated by some people with other games, e.g. one can say "Let's play chess".

To make the meaning of our portal unambiguous, we decided to use the word "**Playthrough**". But we first checked if a website with such a name already exists, and unfortunately it does. www.playthroughgc.com is the website for a gaming convention event in USA. Therefore we chose to use a short "slang" version of the word "**Playthru**". Correspondingly the website's URL would look like this: www.playthru.com.

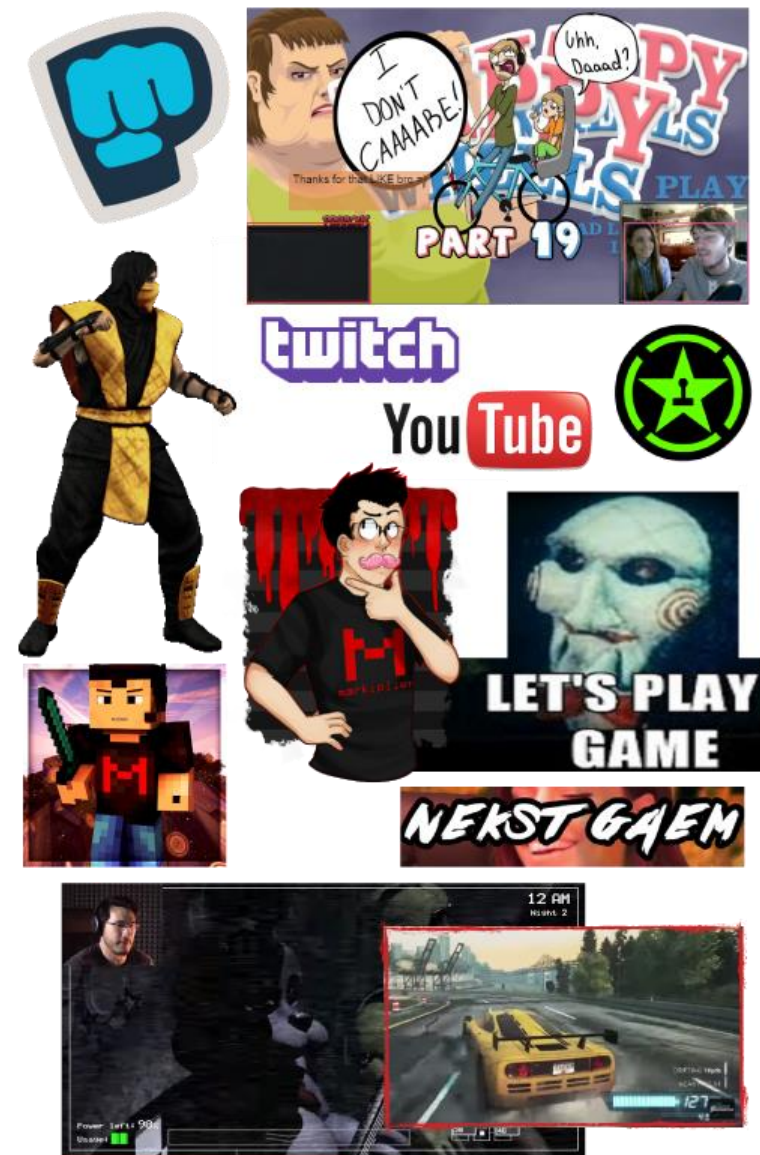
8.1.2. Keywords

From the Brainstorm and the [User survey](#) we have also made a list of keywords, relevant for categorizing videos on our portal, for the design process itself and for search optimization (SEO) application in the code later.

1. **Gamer:** Bro, faggot, asshole, fucked-up, etc.
2. **Video:** playthrough, let's play, walkthrough, dubthrough, dual commentary, facecam, montage, speedrun, glitch, etc.
3. **Game genres:** platform, scary, adventure, racing, simulator, FPS (first person shooter), MMO, fighting, etc.

8.2. Mood board

Figure 13: Moodboard



9. Designing visual identity

After we have developed the concept of the brand and identified the requirements for the communication campaign, we are ready to start designing the visual identity, which can be represented both by online and offline communication means.

The visual identity includes all the visual elements of the communication campaign, the main component of which is the logo. It is difficult to choose the colors and typeface in advance though, since making logo is a creative process and implies experiments. So we started with logo.

9.1. Logo

First we made several sketches of the logo. Unfortunately the initial sketches were lost. Here are some later logo variations we developed together in the group.

As mentioned in the [Design brief](#), we chose 2 colors often used in the design of gaming console: **black** and **green**, well contrasting colors. Black is the background color and green is the color of “Go” button. There is also red used for the “Stop/Pause” button, but we decided not to use it, since we want to call our users to action with our logo.

Having gaming console on the logo assures recognition by all the gamers and not only them. The green arrow is the prototype of an action button. In addition, logotype words “Play” and “Thru”, written one below another are duplicated by the signet: console stands for “play” and arrow implies getting “through” the game.

The first 2 logo variants of the logo seemed to have too sharp contrast, so we adjusted colors to milder greyish tones of black and white. The last 2 logo versions are the final ones. The logo with light background is used for the website to fit the background of the top-menu.

Figure 14: Logo variants



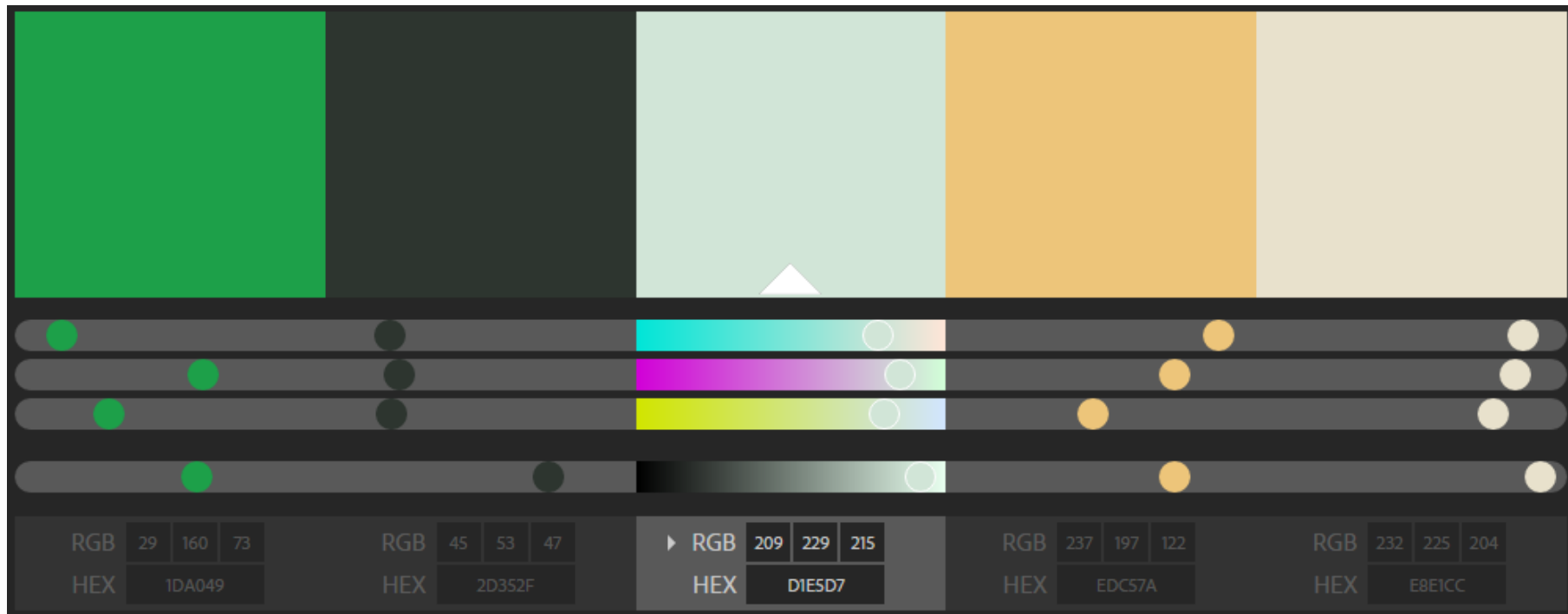
9.2. Color palette

To the major colors of the logo we have added couple additional colors to use on the website. The **golden yellow** color is meant specifically for the Premium membership button and can be also used on other materials related to it. Golden color is usually associated with luxury and wealth,

which the upgrade function implies. The beige color is for the background in the video section of the website.

We also plan to use some other colors for offline materials, depending on the needs of the design. However, the dark-grey, green and light-grey will be the basis for all designs.

Figure 15: Color palette [11]



9.3. Style

As defined in the *Design Brief*, the style for our portal should be **computer-game related**, yet **modern and simple**. It is also important that the portal's design is up to date, since

our users can get easily bored. We might involve some gamers for the portal's redesign later on, based on the conclusions of the [Userstest](#) that we plan to carry on after the prototyping stage of the project.

9.4. Typography

For the logo we used font called Zorque Regular. This font represents computer-game style, since some letters in it have a squared form (e.g. letters “o” and “u”). At the same time the corners of the letters are somewhat rounded that makes this font fit well with the form of the gaming console. The letters are thick enough to be visible even when the logo will be used in very small formats, e.g. business cards.

For the website we used the typeface, called Microsoft Sans Serif. It is very simple, also rounded and easy to read. Besides, it differs not much from the standard sans serif font, used on websites. So if it gets substituted, the change will not be so obvious.

For the poster we used couple more typefaces: Earth Kid and Ebrima. Earth Kid is a great typeface for a computer game theme. It is also rounded on the corners, looks a bit technological, with patchy texture, reminding military camouflage. Therefore it combines well with the fighting games theme. On the poster we used a theme from Mortal Kom- bat and Earth Kid fitted perfectly.

The typeface Ebrima is a Sans Serif font, quite simple and easy to read in a small format as well as in large. It complemented well typefaces Zorque and Earth Kid on the poster.

9.5. Textual content

There is not so much textual content on the portal. The front page is self-explanatory: any gaming user will see what it is about and where to signup, login and post videos. Just like on the similar by concept portal DeviantArt, the navigation

Figure 16: Typefaces



and design says it all. There is of course About-page, and few more text-rich pages: Premium Membership and Advertise⁶, which are necessary for providing important information. However, too much text on such portal can annoy users, since they are providers of major content – videos.

⁶ These pages will be introduced later.

9.6. Online communication materials

Online communication materials include website and ad banners posted on our portal and digital ads we want to advertise with on other websites, online magazines, etc.

9.6.1. Website

The design process of the website is described in the next section, called [Information Architecture](#). Here is a screenshot of the front page.

Figure 16: Website – front page

The screenshot shows the front page of the Playthru website. At the top, there is a navigation bar with the Playthru logo, a search bar, a 'Premium membership' button, and 'Sign up' and 'Log in' links. Below the navigation bar are tabs for 'FEATURED', 'POPULAR', 'RECENT', and 'LIVE'. The main content area is divided into a left sidebar and a main grid of video thumbnails. The sidebar contains sections for 'Categories', 'Video types', and 'Game genres'. The main grid displays a 3x3 grid of video thumbnails, each with a title, a date, and a rating. A large vertical banner on the right side features a 'FIGHT! NOW!' graphic and a character from Mortal Kombat. The footer contains copyright information and links for 'Contact', 'About', 'Advertise', and 'Help'.

9.6.2. Ad banners

From the screenshot above one can see there is a gaming ad banner on the right side of the major body content section. This location is noticeable, but not as irritating as the place just over the videos, which we initially had thought to use. Some users would be scared away from our portal, if it will be oversaturated with advertising. Instead we thought to place such ads that might be interesting to our users.

The ad banner below advertises the new addition of the Mortal Kombat game. It is minimalistic in visual and textual elements, just to meet our users wish for minimum ads and distracting stuff on the portal, which is mainly about them and their profiles.

There are 2 formats of the game ad banner: vertical for big screen and laptop versions of the website, and horizontal for iPad and mobile versions.

Figure 17: Gaming ad banners



9.6.3. Portal ad banners

I have also made a banner for advertising our portal on online magazines and gaming news websites. As a template for the banner I took parameters from the Danish biggest online gaming magazine *Gamereactor.dk*.

The dimensions for the banner are 580x190 px. I have also applied similar layout as on *Gamereactor.dk*: 1/3 of

the length is used for a text against black background, while 2/3 off the length is dedicated to a theme picture with some text.

The portal ad banner can be also used to promote our portal in other both online and offline magazines, as well as game websites. The format of the banner is also fitting for a flyer template.

Figure 18: Portal ad banner



9.7. Offline communication materials

Offline communication materials are used for distributing outside of “4 walls” include posters and T-shirts. They include printing materials and merchandise. For this project we chose to make a poster for placing in gaming net-cafes and T-shirts distributed as bonus to the 50 first users of our portal.

9.7.1. Poster

Poster is made in Illustrator, in A3 format, using Mortal Kombat theme picture as a background. It also includes our logo, appealing message: “Join the coolest gaming video community” and several other messages, explaining what playthru.com is, for whom, what features there

are for gamers and the promotional message. Also there is a clarifying message about the campaign's conditions in small text in the bottom, so users do not read it first. The information about extra costs or conditions might push

the potential users away. Prioritizing most important, and user friendly information with bigger, bolder and nicer typeface is predetermined by the principle of Hierarchy [12].

Figure 19: Poster

**JOIN THE COOLEST
GAMING VIDEO COMMUNITY**

PLAYTHRU'

**Get noticed!
Get laughed at!
Get commented!
Get shared around!**

PLAYTHRU' is the community
for all gamers...

...who love to create
and share videos with
everyone to watch and
enjoy fun crazy moments

Here you can:

- promote your videos
- create personalized profile
- chat with your gaming friends
- and much much more...

**Join now and get 5 wallpapers
for your own profile for FREE!
The first 50 Premium users
receive PlayThru' t-shirt.***

*The campaign runs until July 30, 2015. Premium membership costs 20€ per year and provides many more benefits.

Read more on www.playthru.com

9.7.2. T-shirt design

For our promotional campaign we decided to make a T-shirt design. T-shirts is a good merchandise – they sell well at different events and it's easy and nice to give them out as encouraging gifts for example to the first 50 users on our portal.

The parameters of this merchandise are:

- Material – cotton 100%

- Sizes: S, M, L (for our youngest users)
- T-shirt color: black (later, also in white or logo's light-grey for females)
- Image on the front - our logo (transparent, so that background is all black)
- Image on the back - message to potential users: "I get my let's play videos promoted on www.playthru.com".

Figure 20: T-shirts

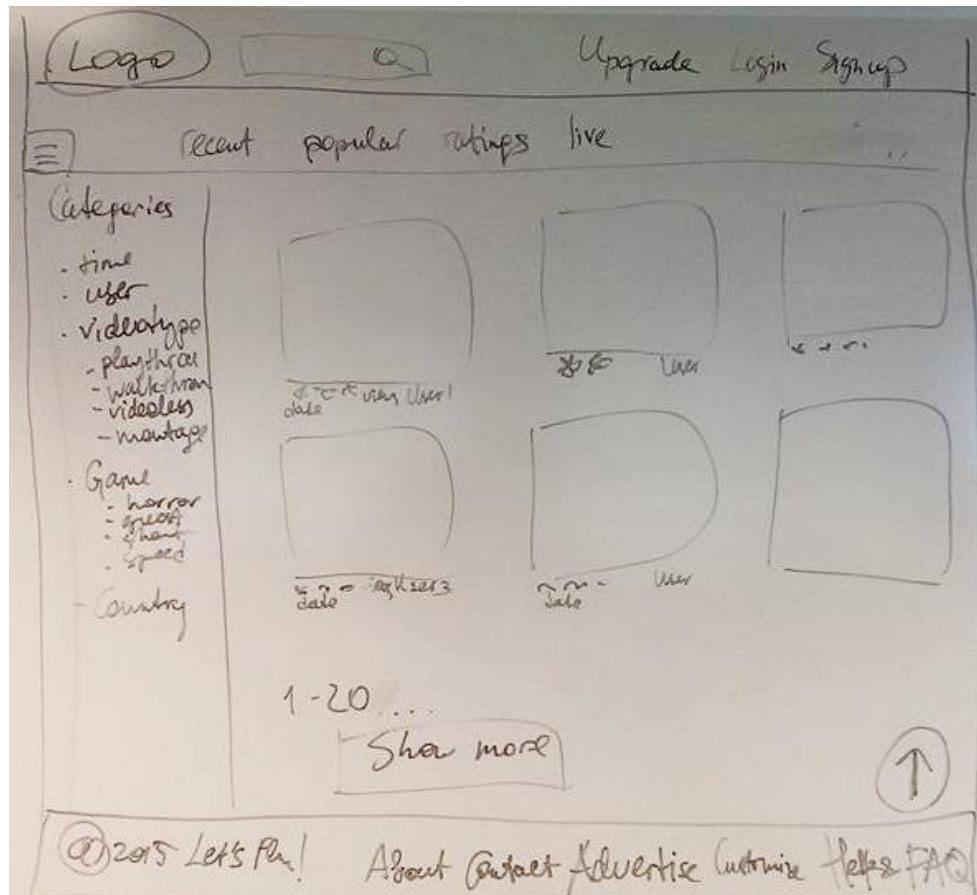


10. Information architecture

10.1. Sketching

In order to understand how our website should look, we need to do a lot of sketching and wireframing. Wireframes are graphical schematic representations of the website framework. But we started with sketches. Unfortunately only one was left after the data loss. We drew it on the white board in school, since it is convenient for all to see and add changes.

Figure 21: Sketch of the front page



10.2. Grid

WE chose to use simple grid from <http://thisis-dallas.github.io/Simple-Grid/>, since it can be applied also to the code, so that it is easier to create the fully responsive template for all possible formats. We adjusted our grid to the laptop, iPad and mobile formats.

This grid has 12 columns and is 1140 px wide. The length is adjustable according to the needs on a webpage.

10.3. Wireframes and mockups

Based on the grid we have made wireframes of different variants of pages. Here I post 2 wireframes: one of the front page and another one of the profile page.

On these wireframe pages below, it is visible how we planned the structure of the website to be. We figured out we will need 3 navigation fields: top navigation for sign-up, login function, primary navigation (below the top one) for categories of the videos by time and popularity, and side navigation (to the left) for the categories of videos by type and game genre.

Initially we also had categories by countries and users, as can be seen in the wireframes. However, we have decided to remove them later, due to the complications with managing so many databases (each category would require a new table in our database).

For the profile page we have also made a mockup, to show how a personalized user's profile might look.

Both wireframes and mockups can be seen below.

Figure 22: Wireframe of the front page

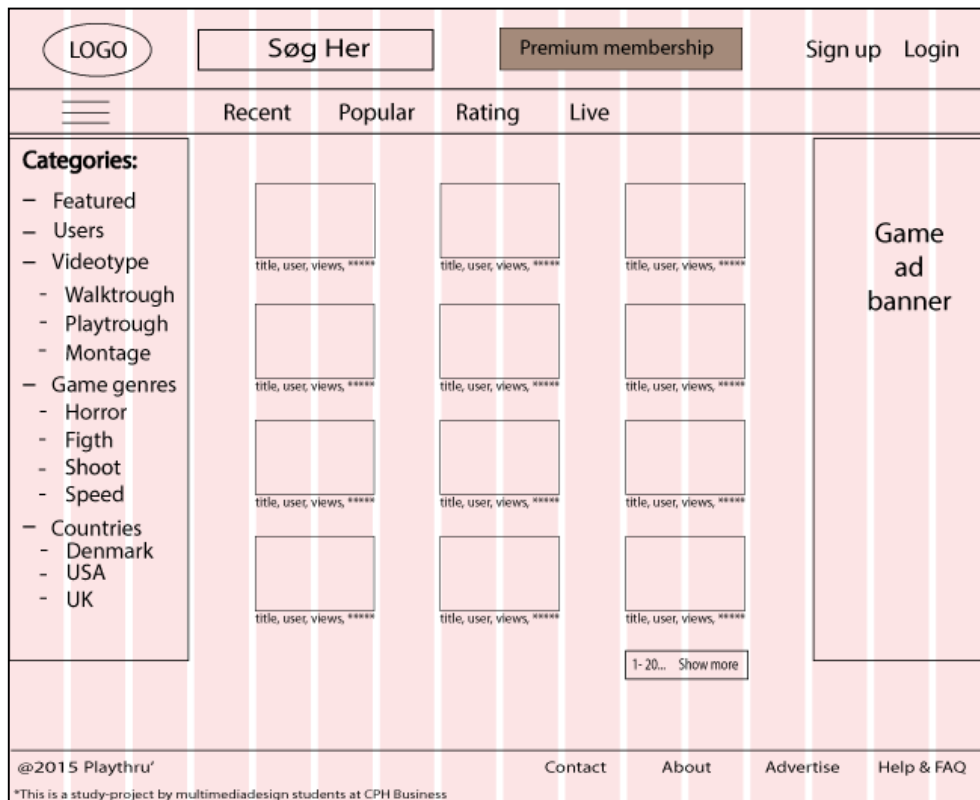


Figure 23: Wireframe of the profile page

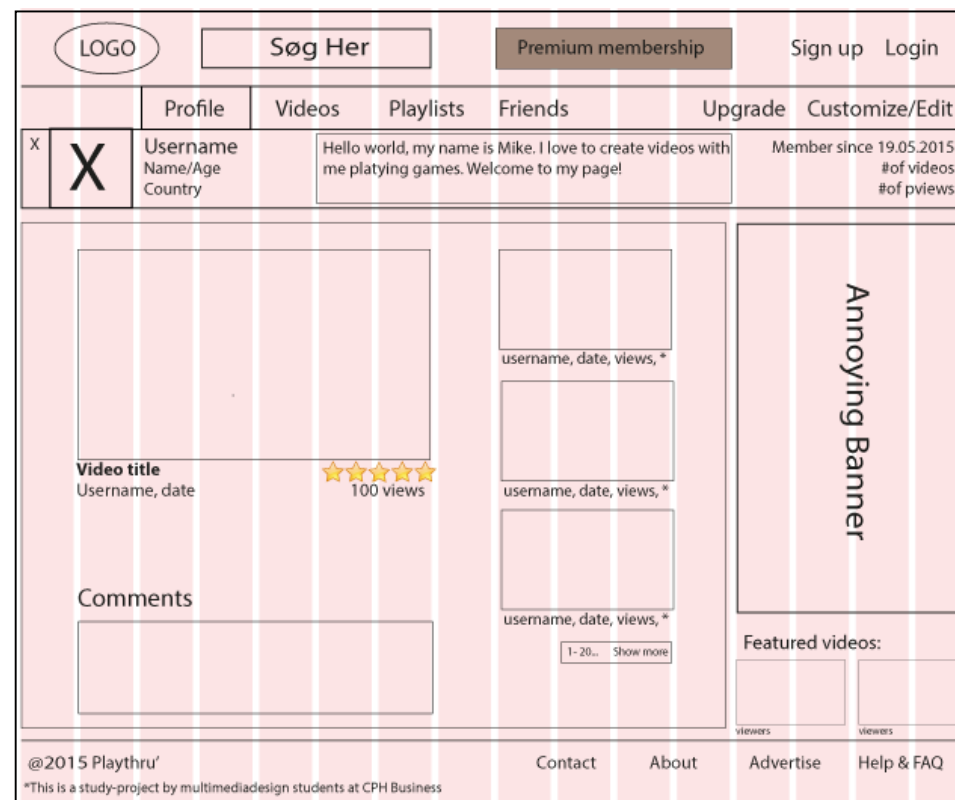
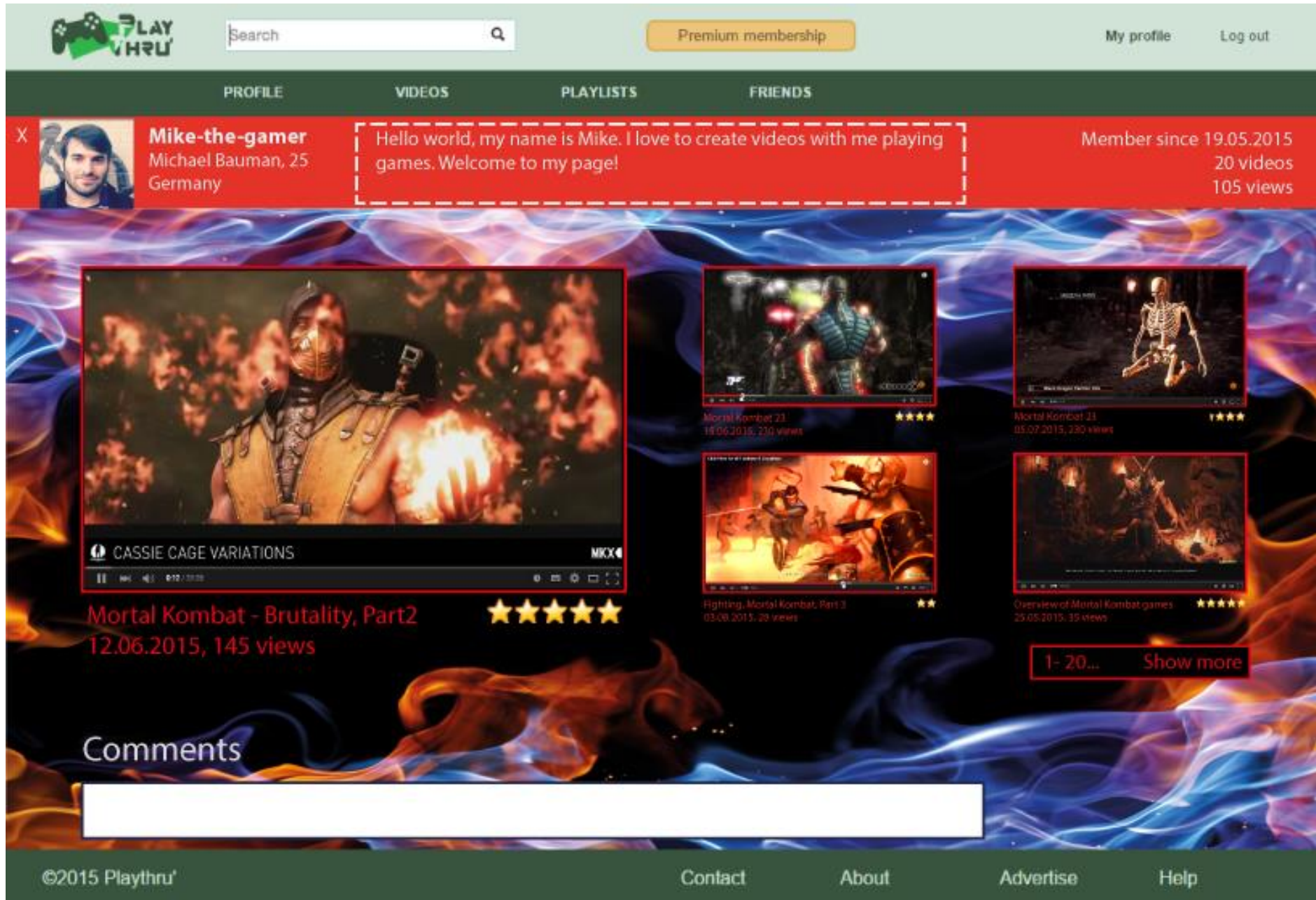


Figure 24: Mockup of the profile page



11. Interaction development

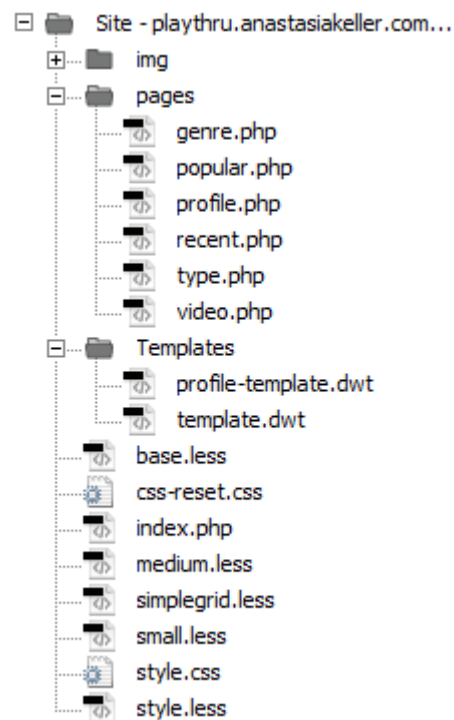
11.1. Code structure

The code for the website is made using Dreamweaver. It consists of two templates and a number of PHP pages based on those templates. There is a template for the user profile page (profile.php) because the layout of that page is very different from the other pages. The other pages all have the same layout and are based on the same Dreamweaver template.

Images are placed in their own separate folder (img).

The stylesheet (style.css) is compiled from a number of .less files; see the following section.

Figure 25: Code structure



11.2. Responsive grid - simple grid code

I used a tool called simple grid from <http://thisis-dallas.github.com> to make the first version of the layout in a responsive way. It gives the HTML and LESS files necessary to make the layout designed with the tool. Afterwards, I changed things to take care of special layout requirements for different device types. I took the LESS files directly, and put the HTML inside my Dreamweaver template. The LESS files are turned into CSS using a program called WinLESS. It makes a CSS file called style.css, which I use in all the pages.

The style.css file is compiled from style.less, which collects the styles from the following .less files: simplegrid.less, base.less, medium.less and small.less. The result is a stylesheet which supports the responsive grid on desktop, tablet and mobile devices. In the tablet layout, for example, the banner is moved to the bottom of the page and made horizontal instead of vertical, and only two videos are displayed per row. In the mobile layout, most columns are changed to 100% width, and some elements like search and the category menu are hidden.

Style.css – style.less – simplegrid.less – www....

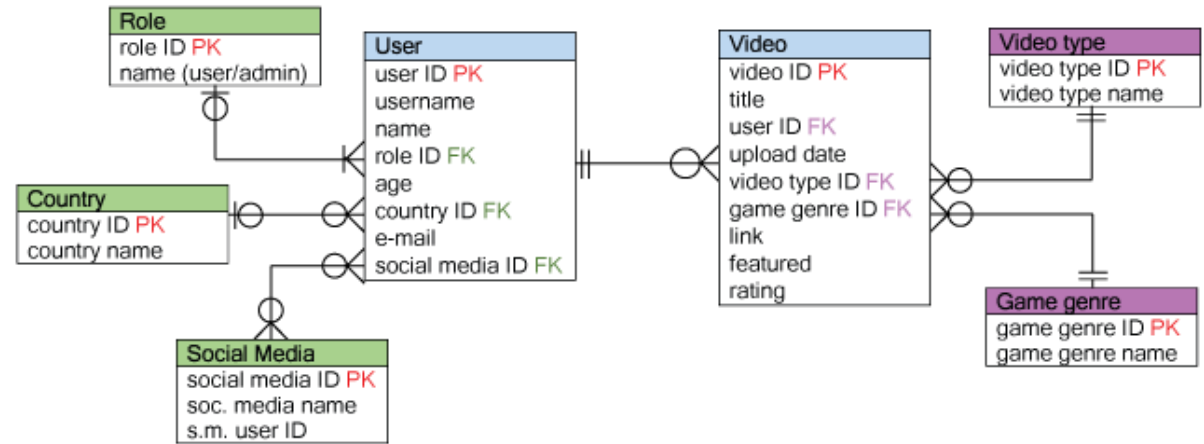
The style classes are used to build the layout using columns of different widths from col-1-1 (100%) to col-1-12 (1/12 of the available space). For example, in the simple grid code, col-1-1 represents a column as wide as the page width:

```
<div class="grid grid-pad">
  <div class="col-1-1">
    <div class="content">
      <h3>col-1-1</h3>
    </div>
  </div>
</div>
```

There can also be col-2-12, col-3-12, etc. The whole page can consist of columns of various width totaling in 12. E.g. col-2-12 + col-10-12 = col-12-12.

```
<div class="grid grid-pad">
  <div class="col-2-12">
    <div class="content">
      <h3>col-2-12</h3>
    </div>
  </div>
  <div class="col-10-12">
    <div class="content">
      <h3>col-10-12</h3>
    </div>
  </div>
</div>
```

Figure 26: ER-diagram



11.3. Databases

In the beginning of the project, we planned to make at least 2 tables for this project: Users and Videos. But since we have not learned about relational databases yet, we realized we will not be able to apply both of them yet. Therefore, we have decided to choose one table - Videos, so that the content of the website could be displayed according to the functionalities we planned to have on our website.

We decided to skip making a login system so far, since it would require another table – Users, which would require additional relational databases, for example a list of countries, etc. The ER-model to the right shows which other tables would need to be introduced later.

So I made a table Videos in in the annastacy_playthru database, using a PHPMyAdmin. In the Videos table I have included the following columns: id, title, username, date of posting, video type, game genre, link to the video on YouTube, featured videos (1- featured, 0 – not featured) and rating (from 0 to 5). The table has all together 21 entries. Video id is the primary key. Video types and Game genres are listed within the current table as usual entries. Later on they can be transferred into separate related tables and thus listed as foreign keys.

The Video table is shown in the [Appendix 6](#).

In the section PHP below I will describe how I draw the data from this database into my website.

11.4. PHP

The PHP code is used for different things on the pages:

- Connecting to a MySQL database which has a table of videos
- Making a menu on the left hand side with video type and genre categories
- Making a highlighting of the menu item for the page being viewed
- Letting the user browse thumbnails of the videos in the database based on categories
- Showing a limited number (one "page") of video thumbnails at a time when browsing
- Showing an embedded YouTube player when the user clicks one of the thumbnails
- Pagination and page numbering while browsing video thumbnails

Connecting to a MySQL database

The MySQL connection is made using four parameters: Hostname, Username, Password and Database name; and then using the "new mysqli" function. Then resulting connection is saved in the \$connection variable. To make it easier to work on localhost or remote host, I have made the parameters for both and then comment out the one I don't use.

```
14 // Remote server
15 //define("HOSTNAME","mysql9.gigahost.dk");
16 //define("MYSQLUSER", "annastacy");
17 //define("MYSQLPASS", "pLKHVeAWCLAK");
18 //define("MYSQLDB", "annastacy_playthru");
19
20 // Localhost server
21 define("HOSTNAME","localhost");
22 define("MYSQLUSER", "annastacy");
23 define("MYSQLPASS", "pLKHVeAWCLAK");
24 define("MYSQLDB", "annastacy_playthru");
25
26 $connection = new mysqli(HOSTNAME, MYSQLUSER, MYSQLPASS, MYSQLDB);
27
28 if($connection->connect_error){
29     die($connection->connect_error);
30 }
```


Making the left hand side menu and highlighting the menu item for a page being viewed

The left hand menu is made by making a query on the connection:

```
88 // new query
89 $types = $connection->query("SELECT DISTINCT type FROM videos ORDER BY type;");
```

There may be many videos with the same type or genre, so to show them only once in the menu, I use the DISTINCT function.

Then the menu of video types is made using the following code:

```
90 //dynamic rendering of the database array using a while loop
91 while($tableRecords = $types->fetch_array())
92 {
93     ?>
94         <li><a class="<?php if($tableRecords[ 'type' ] == $type) echo 'selected' ?>" href="../pages/type.php?type=
<?php echo $tableRecords[ 'type' ]?>"><?php echo $tableRecords[ 'type' ]?></a>
95     <?php
96 }
97 ?>
```

It makes a list item inside the menu with the video type as the text. It also has a link to the type.php page so if you click it, you will browse videos of that type. I will explain how that works below. You can see that the style class of the link is set to “selected” if it is the type that is currently being browsed. This makes the item highlighted so the user can see what they are browsing.

The code is very similar for the menu of game genres.

Browsing different types and genres

To let the user browse different types and genres, they can click on them in the menu. What happens is then that we go to type.php or genre.php and give the type or genre as a parameter to the page, like this: “type.php?type=speedrun”. Then we can use PHP code to get the type like this:

```
84 <?php
85 $type = '';
86 if(isset($_GET['type']))
87     $type = $_GET["type"];
```

We can use the \$type variable to know if we should highlight the menu item, and to choose what videos to show when browsing.

MySQL queries for browsing videos

The query to get the videos is very similar on the different pages:

- *Featured videos: index.php*: `SELECT * FROM videos WHERE featured = 1 ORDER BY date DESC`. This only shows videos where the featured field is set to 1. This is done by the administrator of the site to highlight certain videos on the frontpage.
- *Popular videos: popular.php*: `SELECT * FROM videos ORDER BY rating DESC, date DESC`. Ratings are marked with numbers from 0 to 5 in the database with 1 digit after the decimal point. This query shows all videos, but with the highest rated ones first. If several videos have the same rating, the newest one will be shown first.
- *Videos by type: type.php*: `SELECT * FROM videos WHERE type = '$type' ORDER BY date DESC`. This only shows videos where the type field is equal to the \$type variable. Newest first.
- *Videos by genre: genre.php*: `SELECT * FROM videos WHERE genre = '$genre' ORDER BY date DESC`. Like type, just with genre.
- *Recent videos: recent.php*: `SELECT * FROM videos ORDER BY date DESC`. Shows videos sorted by the date of posting of any type or genre, with the newest first.
- *Single video embedded YouTube player: video.php*: `SELECT * FROM videos WHERE id = $id`. Gets the row for a specific video.

Video display style: thumbnails

To show videos in thumbnail style we used the following pieces of code:

Extract 1: `7</sup>:**

```
// finds the video ID, e.g. '8eGqmyZydUs' in 'https://www.youtube.com/watch?v=8eGqmyZydUs'
$link = $row['link'];
preg_match('/[\\?\\&]v=([^\?\\&]+)/', $link, $matches);
$id = $matches[1];
```

Embedded video (playing YouTube video inside our website)

When the user wants to see a specific video, they will click a link that leads them to the video.php page, giving an id parameter to identify the specific video. I use it to look up the corresponding row from the videos table, which contains the information needed to display an embedded YouTube player as well as the video's title and rating.

```
243 // new query
244 $id = $_GET["id"];
245 $videos = $connection->query("SELECT * FROM videos WHERE id = $id;");
246 //dynamic rendering of the database array using a while loop
247 while($row = $videos->fetch_array())
248 {
```

The next extract shows the HTML code that will show a YouTube embedded video player in an <iframe> element inside my web page. I use the information from the different columns of the row for the specific video to show the title, date and rating coming from the videos table. The CSS class "ellipsis" makes sure the video title doesn't take up several lines if it is too long. Instead, the end of the title will be replaced with an ellipsis (...).

⁷ from <http://sourcey.com/youtube-html5-embed-from-url-with-php/>

```

254  ?>
255  <!-- html and style classes are borrowed from http://embedresponsively.com/ -->
256  <div class='full-size-video'>
257      <div class='embed-container'><iframe src="https://www.youtube.com/embed/<?php echo $youtube_id ?>
?rel=0&showinfo=0&color=white&iv_load_policy=9" frameborder="0" allowfullscreen></iframe></div>
258      <div class='ellipsis'><?php echo $row['title'] ?></div>
259      <div><span style="float:left;"><?php echo $row['date'] ?></span><span style="float:right;"><?php echo $row[
'rating'] ?></span></div>
260      <br style="clear: both;" />

```

Pagination and page numbering

If there are many videos in a certain category, it is more convenient to show users only a few videos per page, so that there can be several pages with videos for each category, if necessary. It is done by setting a certain number of videos per page and more videos can be shown on the next pages. The links to next pages are given in the end of video overview page.

The following extract sets the number video thumbnails per page (9) and finds out what video row to start with based on page parameter.

Pagination code from http://runnable.com/U8dzQWEzMxxqeQ_E/php-pagination-example-using-mysql-database-for-dbms

```

244  $num_rec_per_page=9;
245  if (isset($_GET["page"])) { $page = $_GET["page"]; } else { $page=1; };
246  $start_from = ($page-1) * $num_rec_per_page;

```

So if the page parameter is not set, or if it is set like "page=1", the value of \$start_from will be (1-1)*9 = 0, which means we start from the first row. The variable \$num_rec_per_page=9; sets the maximum number of videos per page to 9. On the pages that show video thumbnails (type, genre, popular, etc.), I use the variables in the query to choose the right rows for the page, using the LIMIT keyword from MySQL.

```

// new query
$videos = $connection->query("SELECT * FROM videos ORDER BY date DESC LIMIT $start_from, $num_rec_per_page;");

```

In order to display numbers in a format "from page 1 to x", I use another part of the code from http://runnable.com/U8dzQWEzMxxqeQ_E/php-pagination-example-using-mysql-database-for-dbms . It counts how many pages there will be in total for the query and makes links to each page.

```

274 // new query
275 $count_videos = $connection->query("SELECT count(id) FROM videos;");
276 $row = $count_videos->fetch_array(MYSQL_NUM);
277 $total_records = $row[0];
278 $total_pages = ceil($total_records / $num_rec_per_page);
279
280 // _PHP_SELF was undefined, found solution here:
    http://stackoverflow.com/questions/12710803/undefined-variable-php-self
281 $scriptName = $_SERVER['SCRIPT_NAME'];
282
283 echo "<a href='$scriptName?page=1'>".'|<'."</a> "; // Goto 1st page
284
285 for ($i=1; $i<=$total_pages; $i++) {
286     echo "<a href='$scriptName?page=".$i."'>".$i."</a> ";
287 };
288 echo "<a href='$scriptName?page=$total_pages'>".'|>'."</a> "; // Goto last page

```

11.5. SEO

For search-engine optimization I used some of the Keywords relevant to the topic of gaming videos in the text on our website and in the code. When a gamer searches for such videos, it is mostly by the video type or game genre.

Keywords:

- Playthru' aka Playthrough
- Let's play video(s)
- Walkthrough
- Facecam
- Dual commentary

I applied these keywords in **title-**, **img alt-** and **meta description-** tags. Examples are shown below.

<title>Popular videos on Playthru', the gaming video portal for posting playthroughs and Let's play videos</title>

<meta name="description" content="Browse <?php echo \$_GET["genre"] ?> Playthrough or Let's play videos">

12. Conclusions

During the course of this project my group has encountered several problems, but the worst of all was the loss of the report and most of the working materials just before the delivery deadline due to the hardware failure on my computer. We have not foreseen this risk and therefore have not made a backup for all the files (just some). Because of this it was impossible to deliver a sufficient report on time and almost all the data had to be restored, some of them from scratch. I can say I have definitely learned the lesson and now I always backup all the data I work with.

Among other challenges during this project was the lack of cooperation in the group and some group participants lacked interest in reaching good results. Considering that I, myself, did not have any knowledge about the subject - gaming and gaming videos in particular, it was especially difficult to understand the needs for the users and keep being motivated. From the beginning I have set up unrealistic expectations about the results of our work. We could not evaluate realistically the time of performance of some tasks, since we have either never tried them before, or could not foresee all the complications on the way.

As the result of all these challenges, we managed to fulfill only some of the project objectives. I cannot call the design of the website finished and not all the concepts were thought through to the detail, mainly due to the lack of time. But I have learned a lot during this project, also within the theory and application of the obtained knowledge and skills during the 2d semester.

For example, I have learned to use .less files to make responsive grid code for easier coding of responsive pages for different sizes of screen: mobile, iPad and laptop. I have also practiced in writing and adjusting php code in order to pull data from a database to make it possible to choose videos by categories on the website. It was quite difficult and took a lot of time for research and fixing mistakes.

All in all, a thorough analysis of the gaming video market and several possible target groups was made and its findings can be useful to continue developing our business idea, or even to come up with new business ideas for this target group. Working on this project was an interesting and rewarding experience. I am looking forward to learning new theories and methods, which can help to achieve better results in similar projects.

13. References

- [1] P. White, »Fan fiction more creative than most people think,« 18 04 2013. [Online]. Available: <http://www.kstatecollegian.com/2013/04/18/fan-fiction-more-creative-than-most-people-think/>.
- [2] S. Grunberg og J. Hansegaard, »YouTube's Biggest Draw Plays Games, Earns \$4 Million a Year,« 16 06 2014. [Online]. Available: <http://www.wsj.com/articles/youtube-star-plays-videogames-earns-4-million-a-year-1402939896>.
- [3] G. Lastowka, »All Your Nintendo Lets Plays Are Belong To Nintendo?,« 17 05 2013. [Online]. Available: http://www.gamasutra.com/blogs/GregLastowka/20130517/192424/All_Your_Nintendo_Lets_Plays_Are_Belong_To_Nintendo.php.
- [4] P. Klepek, »Who invented Let's play videos?,« 05 06 15. [Online]. Available: <http://kotaku.com/who-invented-lets-play-videos-1702390484>.
- [5] Patricia wastiau, Caroline Kearney og Wouter Van den Berghe, »How are digital games used in schools?,« European Schoolnet, 2009.
- [6] U. Dictionary, »<http://www.urbandictionary.com>,« 2007. [Online]. Available: <http://www.urbandictionary.com/define.php?term=Pro+Gamer>.
- [7] v. gamers, »www.reddit.com,« 2013-2014. [Online]. Available: https://www.reddit.com/r/letsplay/comments/1s0ic6/hello_letsplay_whats_your_malefemale_ratio_and/.
- [8] J. K. Jacobsen, 29 spørgsmål - en retorik til planlægning af kommunikation, 2012, p. 17.
- [9] J. K. Jakobsen, 29 spørgsmål - en moderne retorik til planlægning af kommunikation, 2012, p. 14.
- [10] »www.en.wiktionary.org,« 2014. [Online]. Available: <https://en.wiktionary.org/wiki/playthrough>.
- [11] »www.color.adobe.com,« [Online]. Available: <https://color.adobe.com/da/create/color-wheel/?base=2&rule=Custom&selected=0&name=My%20Color%20Theme&mode=rgb&rgbvalues=0.11372549019607843,0.6274509803921569,0.28627450980392155,0.17647058823529413,0.20784313725490197,0.1843137254901961,0.819607843137254>.
- [12] I. Wisler-Poulsen, 20 designprincipper, 2012, pp. 82-85.
- [13] C. Christensen, »www.claytonchristensen.com,« 2015. [Online]. Available: <http://www.claytonchristensen.com/key-concepts/>.

14. Appendices

14.1. Appendix 1: WBS (detailed)

WBS	Name	Start	Finish	Work	Duration	Slack	Cost	Assigned to	% Complete
1	Project start	Jul 20	Jul 20	N/A	N/A	12d 3h	0		100
2	Data collection and recovery	Jul 20	Jul 21	2d	2d	2d	0	AKC	75
3	Project definition & formulation	Jul 22	Jul 22	8h	8h	2d	0	AKC	100
3.1	Task requirements	Jul 22	Jul 22	1h	1h	2d	0		0
3.2	Project objectives	Jul 22	Jul 22	1h	1h	2d	0		0
3.3	Idea description & background	Jul 22	Jul 22	3h	3h	2d	0		0
3.4	Problem formulation & solution	Jul 22	Jul 22	1h	1h	2d	0		0
3.5	Project scope & limitations	Jul 22	Jul 22	2h	2h	2d	0		0
4	Methodology & theory	Aug 3	Aug 3	3h	3h		0	AKC	100
5	Project management & planning	Jul 23	Jul 24	1d 1h	1d 1h	1d 8h	0	AKC	100
5.1	PBS	Jul 23	Jul 23	3h	3h	1d 8h	0		0
5.2	WBS	Jul 23	Jul 23	3h	3h	1d 3h	0		0
5.3	Gantt	Jul 23	Jul 24	4h	4h	1d 8h	0		0
6	Business analysis	Jul 24	Jul 25	1d 5h	1d 5h	3h	0	AKC	100
6.1	Industry overview	Jul 24	Jul 24	4h	4h	1d 4h	0		0
6.2	Stakeholder analysis	Jul 24	Jul 24	3h	3h	1d 1h	0		0
6.3	Competitor analysis	Jul 24	Jul 25	2h	2h	8h	0		0
6.4	Target market analysis	Jul 25	Jul 25	5h	5h	3h	0		0
7	Business plan	Jul 27	Jul 28	1d 1h	1d 1h	7h	0	AKC	100
7.1	Business model	Jul 27	Jul 27	1h	1h	7h	0		0
7.2	Message & Elevator pitch	Jul 27	Jul 27	2h	2h	8h	0		0
7.3	AIDA model	Jul 27	Jul 27	2h	2h	4h	0		0
7.4	Communication plan	Jul 27	Jul 27	3h	3h	1h	0		0
7.5	Budget	Jul 27	Jul 28	2h	2h	7h	0		0
8	Design brief	Jul 28	Jul 28	3h	3h	5h	0	AKC	100
9	Concept development	Jul 28	Jul 28	5h	5h		0	AKC	100
9.1	Moodboard	Jul 28	Jul 28	2h	2h	3h	0		0
9.2	Keywords	Jul 28	Jul 28	1h	1h	2h	0		0
9.3	Brand identity	Jul 28	Jul 28	2h	2h		0		0
10	Design process	Jul 29	Jul 29	8h	7h	2h	0	AKC	0
10.1	Visual identity	Jul 29	Jul 29	1h	1h	7h	0		0
10.2	Logo	Jul 29	Jul 29	1h	1h	7h	0		0
10.3	Online products	Jul 29	Jul 29	4h	4h	4h	0		0
10.3.1	Ad banner design	Jul 29	Jul 29	4h	4h	4h	0		0
10.4	Offline products	Jul 29	Jul 29	2h	2h	2h	0		0
11	Information architecture	Jul 30	Jul 30	1d	1d		0	AKC	100
11.1	Website structure	Jul 30	Jul 30	2h	2h		0		0
11.2	Sketches	Jul 30	Jul 30	1h	1h		0		0
11.3	Grid & wireframes	Jul 30	Jul 30	4h	4h		0		0
11.4	Mock-ups	Jul 30	Jul 30	2h	2h		0		0
12	Interaction development	Jul 31	Aug 1	1d 7h	1d 7h		0	AKC	100
12.1	Databases	Jul 31	Jul 31	3h	3h		0		0
12.2	Responsive grid	Jul 31	Jul 31	4h	4h		0		0
12.3	Code structure	Jul 31	Jul 31	1h	1h		0		0
12.4	PHP	Jul 31	Aug 1	3h	3h		0		0
12.5	Code adjustments	Aug 1	Aug 1	3h	3h		0		0
12.6	SEO	Aug 1	Aug 1	2h	2h		0		0
13	User test preparations	Aug 1	Aug 1	2h	2h		0	AKC	100
14	Conclusion	Aug 3	Aug 3	1h	1h	2h	0	AKC	100
15	Report delivery	Aug 3	Aug 3	N/A	N/A	3h	0		100

[Back to the relevant](#)

14.2. Appendix 2: Questionnaire (User survey)

1. Do you think there is a need/interest for a portal where people can share their videos and see other gamers' videos? What would the need/interest be?
2. Why are you interested in portal for gaming videos?
3. What would you use such a portal for?
 - a. to post videos
 - b. to watch others' videos
 - c. to advertise my game/activity
 - d. other (please specify)
4. What type of videos would you post on such portal?
 - a. facecams
 - b. commentary videos
 - c. playthroughs, let's plays, or similar
 - d. by game types: speedruns, quest games, scary games, other? (please specify)
 - e. other (please specify)
5. Why would you post your gaming videos on such portal?
 - a. so that others can see
 - b. to hear what others think
 - c. to become popular
 - d. to get in touch with others who think likewise
 - e. to make money
6. Why would you watch others' videos?
 - a. to see how others play
 - b. to see how others make such videos
 - c. to get to know other players
 - d. to entertain myself
 - e. to learn to play games better
7. Would you pay for membership fee to be able to promote your videos (yearly fee 15-20 €)?
8. Would you like to have a possibility to create your own profile on such portal, like channels in YouTube? Would you pay extra (premium membership) to be able to customize it?
9. What form of advertising on such a portal would be acceptable for you?
 - a. blinking banner
 - b. ads of new games
 - c. general type of ads (clothing, films, books?)
 - d. none
10. Would you use a chat or forum on such portal? What for?
 - a. to discuss each other's videos
 - b. to promote your own videos
 - c. just to chat
11. How would you like the portal to look like?
 - a. game- related style
 - b. graffiti style
 - c. modern, but simple
 - d. cartoonish
 - e. other

14.3. Appendix 3: Survey results

Answers

#	Questions	Abdul, 17, United Arab Emirates	Andrew, 15, USA	Sebastian, 15, Norway	Arvid, 18, USA	Kristiāns, 15, Latvia
1	Do you think there is a need/interest for a portal where people can share their videos and see other gamers' videos? What would the need/interest be?	Yes. There is a need for a specific place designed for gamers and created by gamers where they can share, create, play, chat, and so much more, where the possibilities are nearly endless.	Yes there is, because videos appeal to people. Different videos appealing to different people.	I don't think there's a need for it, but I understand why people have some interest in it. It is just because people enjoy it.	Yes. As mentioned, a website strictly for gaming videos would not collect random junk from all over the internet, but only high quality gaming content for more simple and oriented use.	Yes. It can provide help on games you can't beat, or it can just help a struggling YouTube channel to grow.
2	Why are you interested in a portal for videos about gaming?	To be able to create content based on how I want, and be satisfied with my decision(s).	To show the rest of the world my talent in games. It is all about the content.	I enjoy it, gaming is fun and it is fun to commentate on it.	I want gamers to have a separate video-hub, strictly for gaming purposes. Twitch is better than YouTube in that sense, but instead of live streams, it would be convenient to have a site just for hosting.	Yes, just for fun, really.
3	What would you use such a portal for?	To post videos To watch others' videos	To post videos To watch others' videos	To post videos	To post videos To watch each others' videos To advertise my game/activity	To advertise my game/activity
4	What type of videos would you post on such portal?	Commentary videos Guides, "How To's" FPS's, Scary, Platformers, MMO's	Commentary videos FPS's, Scary, Platformers, MMO's	Commentary videos	Commentary videos Classic playthroughs, blind let's plays of new titles, glitches Platformers, speedruns, FPS, Casual	Commentary videos
5	Why would you post your gaming videos on such portal?	So that others can see To hear what others think	So that others can see To become popular To get in touch with others who think likewise To make money	To get in touch with others who think likewise	So that others can see To hear what others think To get in touch with others who think likewise To make money Just because I like it	To hear what others think

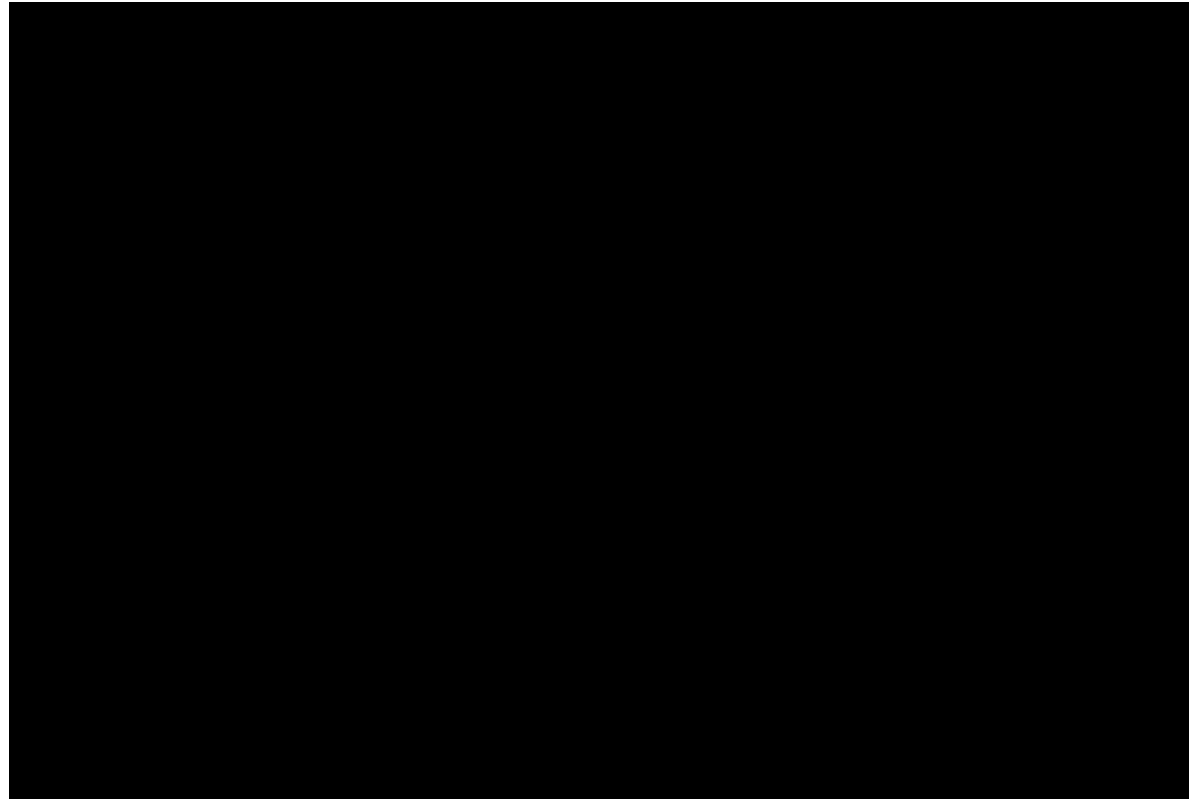
Appendix 3: User Survey (target group 15-25 y.o.) – continued

6	Why would you watch others' videos?	To see how others play To get to know other players To learn to play games better	To entertain myself	To entertain myself	To see how others play To see how others make such videos To get to know other players To entertain myself Because it's funny To learn to play games better	To see how others make such videos
7	Would you pay premium membership to get help to promote your videos (yearly fee 15-20 €)?	I would pay to promote my videos, about €10 annually.	No, because you can find ways to promote your videos for free.	I wouldn't	No	No
8	Would you like to have a possibility to create your own profile on such portal, like channels in YouTube? Would you pay extra (premium membership) to be able to customize it?	Definitely, to be able to expand myself in such a portal where my own YouTube, for example, is combined with my profile on this place. I would pay about €20 yearly to be able to promote my videos.	Yes, I would like to have profile to promote my videos, but would not pay extra to customize it. Alternatives always exist. Some free, some paid. While paid options are always better, free ones do not hurt.	No, YouTube works well enough for me.	Yes, but everything should be free. Otherwise, this won't be able to compete.	Yes, I would like to have a personalized profile. I'd rather not pay and just hope that one of my videos would go mainstream.
9	What form of advertising on such a portal would be acceptable for you?	Ads of new games	Ads of new games	None	Ads of new games	Ads of new games
10	Would you use a chat or forum on such portal?	To discuss each other's videos	To promote my own videos	Just to chat	No. Chats and forums attract trolls	To discuss each other's videos
11	How would you like the portal to look like?	Game-related style	Game-related style	Modern, but simple	Game-related style Modern, but simple	Game-related style

14.4. Appendix 4: Gaming video

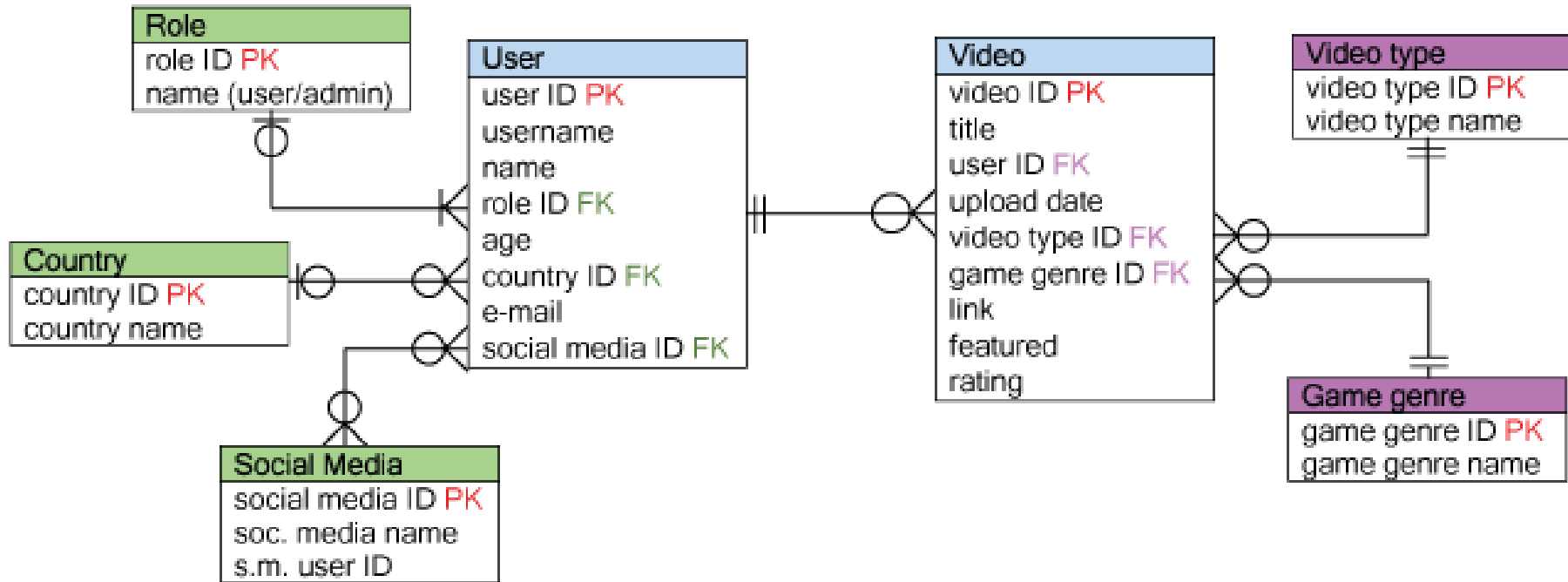
As a group we have also produced a gaming video, just to try how it is⁸. We posted it in YouTube and got some feedback. The video and comments can be seen in the link below. The video also features on our gaming video portal.

<http://playthru-2.anastasiakeller.com/pages/video.php?id=8>



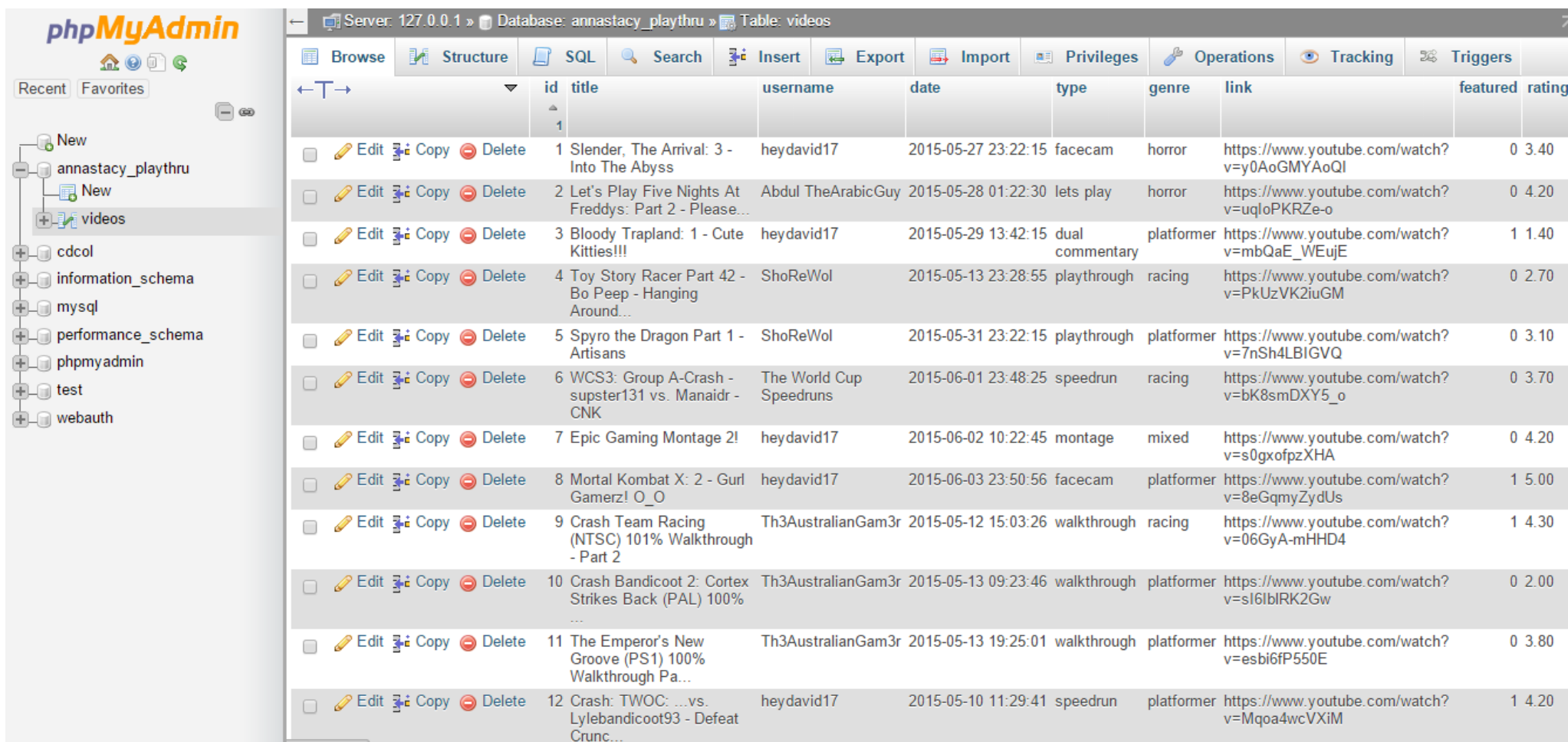
⁸ The video was produced by David Popescu.

14.5. Appendix 5: ER-diagram



[Back to the relevant page](#)

14.6. Appendix 6: Database: table Videos



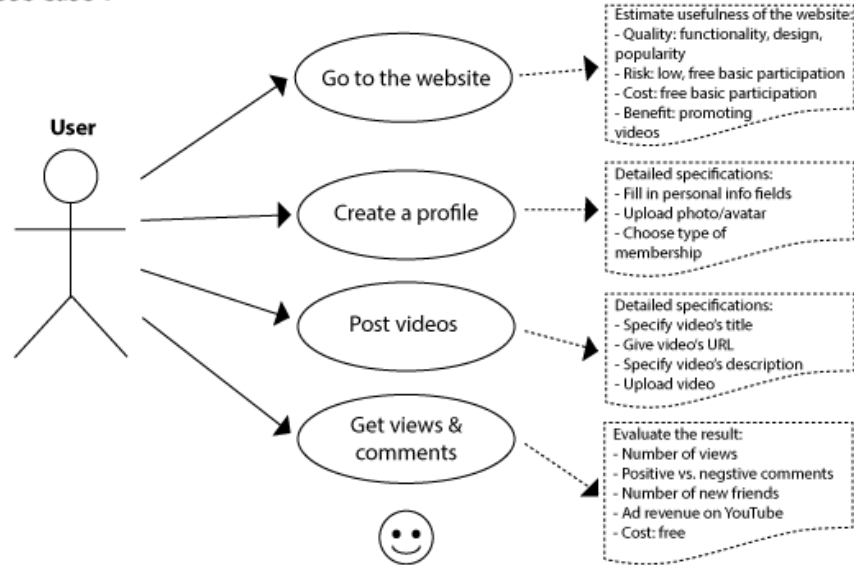
	id	title	username	date	type	genre	link	featured	rating
<input type="checkbox"/>	1	Slender, The Arrival: 3 - Into The Abyss	heydavid17	2015-05-27 23:22:15	facecam	horror	https://www.youtube.com/watch?v=y0AoGMYAoQI	0	3.40
<input type="checkbox"/>	2	Let's Play Five Nights At Freddy's: Part 2 - Please...	Abdul TheArabicGuy	2015-05-28 01:22:30	lets play	horror	https://www.youtube.com/watch?v=uqloPKRZe-o	0	4.20
<input type="checkbox"/>	3	Bloody Trapland: 1 - Cute Kitties!!!	heydavid17	2015-05-29 13:42:15	dual commentary	platformer	https://www.youtube.com/watch?v=mbQaE_WEujE	1	1.40
<input type="checkbox"/>	4	Toy Story Racer Part 42 - Bo Peep - Hanging Around...	ShoReWol	2015-05-13 23:28:55	playthrough	racing	https://www.youtube.com/watch?v=PkUzVK2iuGM	0	2.70
<input type="checkbox"/>	5	Spyro the Dragon Part 1 - Artisans	ShoReWol	2015-05-31 23:22:15	playthrough	platformer	https://www.youtube.com/watch?v=7nSh4LBIGVQ	0	3.10
<input type="checkbox"/>	6	WCS3: Group A-Crash - supster131 vs. Manaidr - CNK	The World Cup Speedruns	2015-06-01 23:48:25	speedrun	racing	https://www.youtube.com/watch?v=bK8smDX5_o	0	3.70
<input type="checkbox"/>	7	Epic Gaming Montage 2!	heydavid17	2015-06-02 10:22:45	montage	mixed	https://www.youtube.com/watch?v=s0gxofpzXHA	0	4.20
<input type="checkbox"/>	8	Mortal Kombat X: 2 - Gurl Gamerz! O_O	heydavid17	2015-06-03 23:50:56	facecam	platformer	https://www.youtube.com/watch?v=8eGqmyZydUs	1	5.00
<input type="checkbox"/>	9	Crash Team Racing (NTSC) 101% Walkthrough - Part 2	Th3AustralianGam3r	2015-05-12 15:03:26	walkthrough	racing	https://www.youtube.com/watch?v=06GyA-mHHD4	1	4.30
<input type="checkbox"/>	10	Crash Bandicoot 2: Cortex Strikes Back (PAL) 100% ...	Th3AustralianGam3r	2015-05-13 09:23:46	walkthrough	platformer	https://www.youtube.com/watch?v=s161blRK2Gw	0	2.00
<input type="checkbox"/>	11	The Emperor's New Groove (PS1) 100% Walkthrough Pa...	Th3AustralianGam3r	2015-05-13 19:25:01	walkthrough	platformer	https://www.youtube.com/watch?v=esbi6fP550E	0	3.80
<input type="checkbox"/>	12	Crash: TWOC: ...vs. Lylebandicoot93 - Defeat Crunc...	heydavid17	2015-05-10 11:29:41	speedrun	platformer	https://www.youtube.com/watch?v=Mqoa4wcVXiM	1	4.20

This database has all together 21 entries. Video id is the primary key. Video types and Game genres are listed within the current database. Later on they can be created as separate related tables.

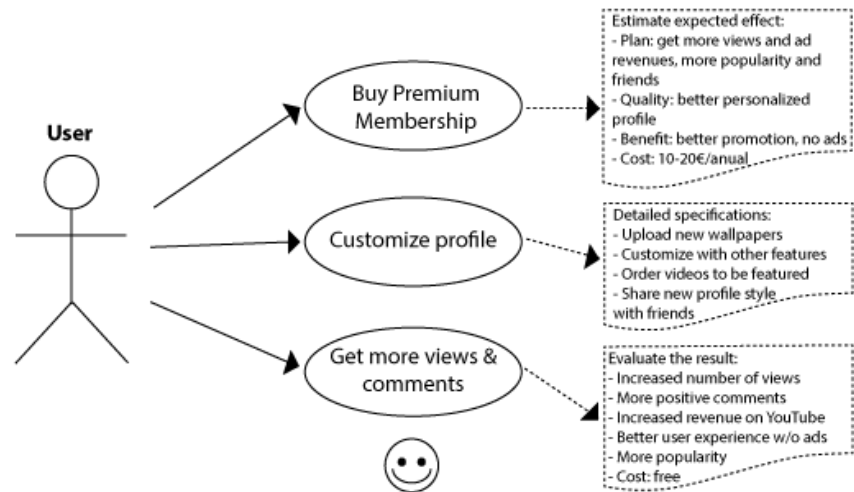
[Back to the relevant page](#)

14.7. Appendix 7: Use Cases

Use Case 1



Use Case 2



[Back to the relevant page](#)

14.8. Appendix 8: Responsive design



[Back to the relevant page](#)

14.9. Appendix 9: Preparation to usertest

This is a description of the preparation to the usertest on the gaming video website www.playthru.com.⁹

Type of test: Gangster test + User test

Participant: Sebastian, 19 years old, student at Copenhagen Business School in Lyngby. Plays games in free time, currently does not use any gaming portal. Is interested in making gaming videos, would like to use such a gaming video portal.

Testing person: Anastasia Keller (myself)

Time: August 25, at 13:00.

Place: a study room in Copenhagen Business School in Lyngby.

Test setting: Test is conducted on a computer directly on the website, using homepage. Notes are taken on paper.

Test process: The participant receives questions from the testing person (myself) and answers them one by one. The testing person takes notes and writes down the answers, which are to be transferred into the Test results document and a screenshot with visual demonstration of the mistakes on the front page. Based on the results of the test the suggestions for website optimization will be drawn.

Point scale:

0 – this information cannot be identified

1 – this information can be identified partially/ difficult to find

2 – this information could be identified more clearly

3 – this information is identified clearly enough

⁹This Url is planned to be used when the project is actualized. Current URL is

<http://playthru.anastasiakeller.com>

Test questions

Test 1: Gangstertest

1. Which website you are on? Identification signs (logo, name of the host) **0-3 points**
2. Which menu sections are available? **0-3 points**
3. Which page are you on? **0-3 points**
4. Local navigation: Which opportunities are there? Which subsections can you find? **0-3 points**
5. Where are you in the general structure? Can you find the way to the homepage? **0-3 points**
6. Is the search function easy to find? **0-3 points**

Test 2: User-test

Starting on the homepage, you need to find the answers to the following questions:

Situation 1: Find out how many speedrun videos are posted.

Situation 2: You need to find the highest rated horror gaming video and start watching it. For how much time is that video running?

Situation 3: What is the highest rated video (can be several)? Write down the videos' rating and titles.

Situation 4: When was the most recent video posted? When was the latest video posted?

14.10. Appendix 10: Usertest results

1. Gangstertest (Test 1) results

1. Which website are you on? Identification signs (logo).

I am on PlayThru' website, which is shown by logo. **3 points**

2. Which menu sections are available?

Featured, Popular, Recent and Live **3 points**

4. Local navigation: Which opportunities are there? Which subsections can you find?

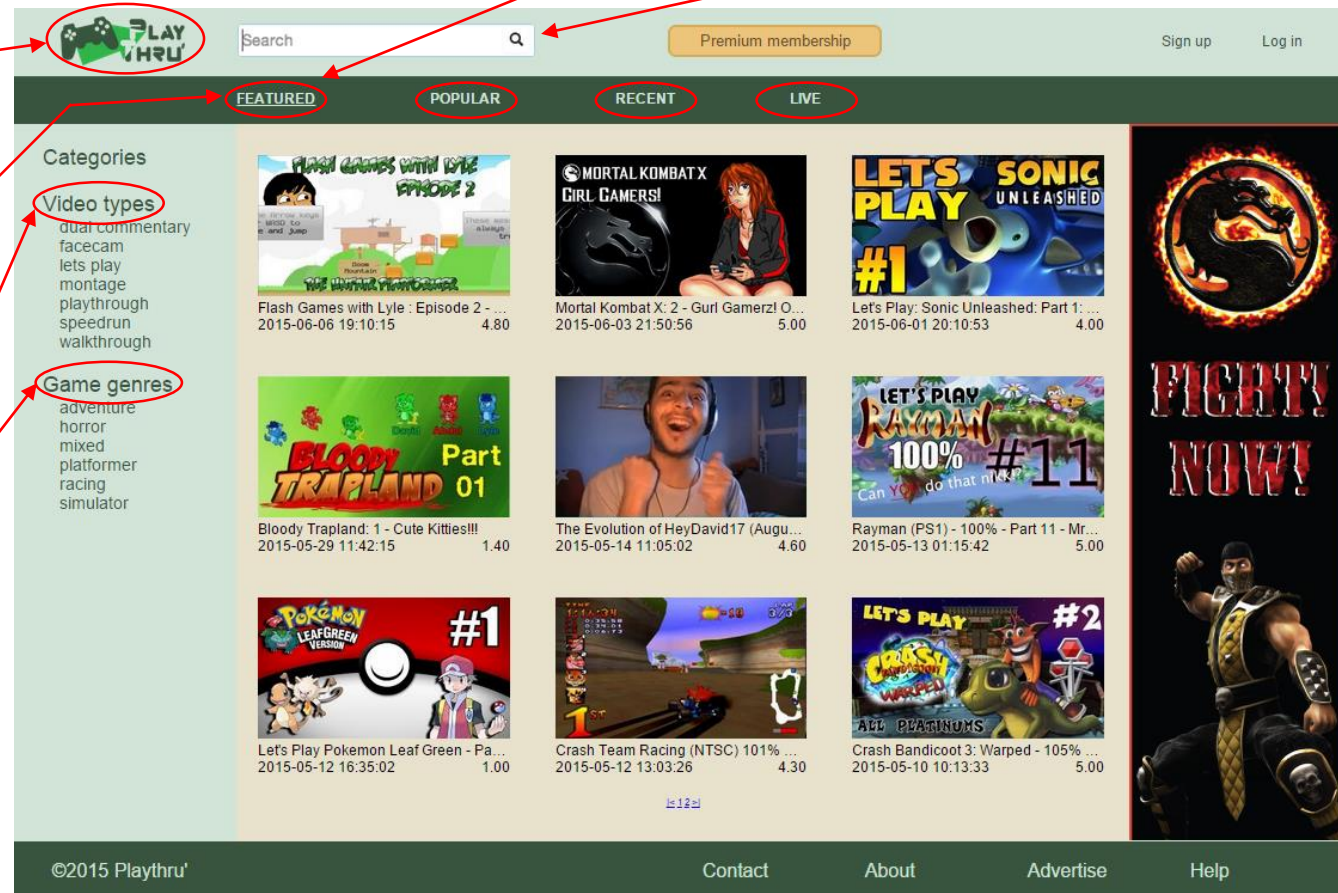
It is possible to view videos by Categories: Video types and Game genres **3 points**

5. Where are you in the general structure? Can you find the way to the homepage?

I am on the page Featured. When I press on logo, I get to the same page, so it must be the homepage. Not very clear though. **2 points**

3. Which page are you on? Featured (it is not clear, that it is also the homepage) **2 points**

6. Is the search function easy to find? Yes **3 points**



[Back to the relevant page](#)

Total score: 16 out of 18 points

Appendix 10: Ustertest results continued

Ustertest (Test 2) results

Situation 1: Find out how many speedrun videos are posted.

Answer 1: 3 Correct

Situation 2: You need to find the highest rated horror gaming video and start watching it. For how long is that video running?

Answer 2: for 23 minutes Correct

Situation 3: What is the highest rated video (can be several)? Write down the videos' rating and titles.

Answer 3: 3 videos rated 5.0: Mortal Kombat X: 2 - Gurl Gamerz!, Rayman (PS1), Crash Bandicoot 3 Correct

Situation 4: When was the most recent video posted? When was the earliest video posted?

Answer 4: latest - 2015-06-06 19:10:15, earliest - 2015-05-08 23:19:48 Correct

Conclusions: The participant answered all the Ustertest (test 2) questions correctly. It means that the navigation on the website works well. However there were several issues found in the course of the Gangstertest. Namely, it is difficult to see, when you are on the homepage, since it is also a Featured-page. This can be fixed by adding a menu-section Home in the primary menu.

General impression about the design and suggestions

The test participant have also noted that the visual design of the website could be improved. The colors on the front-page are too strong (not everyone likes green) and with various colors on videos it is too much of a color mix. Especially on profile pages. Considering that the users might want to customize their profiles with various background colorful pictures, there will be more of a mess¹⁰.

Therefore, it is suggested to change the colors of the background on the website and perhaps separate the local navigation section by a line.

The ustertest participant also expressed the wish to have more icons on the website, for example, rating stars, Premium Membership icon and so on. It could be especially useful for responsive design of the iPad and mobile website versions.

¹⁰ It can be already seen on the [Mockup profile-page](#). P. 33
PLAYTHRU' • EXAM PROJECT • COPENHAGEN BUSINESS ACADEMY • 2 SEM. 2015

14.11. Appendix: Mock-up of the optimized profile-page

PLAYTHRU Search [] [] [] [] []

PROFILE VIDEOS PLAYLISTS FRIENDS

X **Mike-the-gamer**
Michael Bauman, 25
Germany

Hello world, my name is Mike. I love to create videos with me playing games. Welcome to my page!

Member since 19.05.2015
20 videos
105 views

CASSIE CAGE VARIATIONS MKX

Mortal Kombat - Brutality, Part2 ★★★★★
12.06.2015, 145 views

Mortal Kombat 23 ★★★★★
15.06.2015, 230 views

Mortal Kombat 23 ★★★★★
05.07.2015, 230 views

Fighting, Mortal Kombat, Part 3 ★★
03.08.2015, 28 views


Overview of Mortal Kombat games ★★★★★
25.05.2015, 35 views

1- 20... Show more

Comments


* This website is an exam project © 2015 Playthru' Contact About Advertise Help

14.12. Appendix: Mockup of the optimized profile-page with videos



★
📺
👕
👤

PROFILE **VIDEOS** PLAYLISTS FRIENDS

X


Mike-the-gamer
Michael Bauman, 25
Germany

Hello world, my name is Mike. I love to create videos with me playing games. Welcome to my page!

Member since 19.05.2015
20 videos
105 views








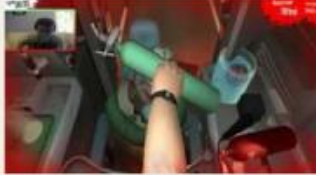

Categories

Video types

- dual commentary
- facecam
- lets play
- montage
- playthrough
- speedrun
- walkthrough

Game genres




- adventure
- horror
- mixed
- platformer
- racing
- simulator

 <p>Mortal Kombat X: 2 - Gurl Gamerz! O... 2015-06-03 21:50:56 5.0/5</p>	 <p>Rayman (PS1) - 100% - Part 11 - Mr... 2015-05-13 01:15:42 5.0/5</p>	 <p>Crash Bandicoot 3: Warped - 105% ... 2015-05-10 10:13:33 5.0/5</p>
 <p>Flash Games with Lyle : Episode 2 - ... 2015-06-06 19:10:15 4.8/5</p>	 <p>The Evolution of HeyDavid17 (Augu... 2015-05-14 11:05:02 4.6/5</p>	 <p>CHRISTMAS SHOPPER SIMULATOR! 2015-05-11 11:33:33 4.5/5</p>
 <p>Crash Team Racing (NTSC) 101% ... 2015-05-12 13:03:26 4.3/5</p>	 <p>Epic Gaming Montage 2! 2015-06-02 08:22:45 4.2/5</p>	 <p>Let's Play Five Nights At Freddy's: P... 2015-05-27 23:22:30 4.2/5</p>

My friends:

- [hej david17](#)
- MasterGamer12
- Megatron_Arker

My featured videos:

* This website is an exam project © 2015 Playthru' [Contact](#) [About](#) [Advertise](#) [Help](#)

14.13. Appendix.13: Flyers template



**Get shared around!
Get commented!
Get laughed at!
Get noticed!**

www.playthru.com

*The campagne runs until July 30, 2015. Premium membership costs 20€ per year and provides many more benefits.



PLAYTHRU'
portal for posting your
gaming videos

Join us now and get 5 wallpapers
for your own profile for FREE!
The first 50 Premium users
receive PlayThru' t-shirt.*



**Get shared around!
Get commented!
Get laughed at!
Get noticed!**

www.playthru.com

*The campagne runs until July 30, 2015. Premium membership costs 20€ per year and provides many more benefits.



PLAYTHRU'
portal for posting your
gaming videos

Join us now and get 5 wallpapers
for your own profile for FREE!
The first 50 Premium users
receive PlayThru' t-shirt.*



**Get shared around!
Get commented!
Get laughed at!
Get noticed!**

www.playthru.com

*The campagne runs until July 30, 2015. Premium membership costs 20€ per year and provides many more benefits.



PLAYTHRU'
portal for posting your
gaming videos

Join us now and get 5 wallpapers
for your own profile for FREE!
The first 50 Premium users
receive PlayThru' t-shirt.*



**Get shared around!
Get commented!
Get laughed at!
Get noticed!**

www.playthru.com

*The campagne runs until July 30, 2015. Premium membership costs 20€ per year and provides many more benefits.



PLAYTHRU'
portal for posting your
gaming videos

Join us now and get 5 wallpapers
for your own profile for FREE!
The first 50 Premium users
receive PlayThru' t-shirt.*