

# Proposal: target-aquired.com

A community Support website for Call of Duty: Black Ops

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PC platform

## ABSTRACT

A website designed to meet the needs of the PC gaming community of Call of Duty: Black Ops.

## **Website proposal: target-aquired.com:**

*A community support site for Call of Duty: Black Ops*

Target-aquired.com is a community support site for the new video game "Call of Duty: Black Ops". Following the release of the game, multi-platform game developer "Treyarch" wants to develop a community support site specific to the needs of their PC user base. The website will be an informational site with content related to Call of Duty: Black Ops as well as a community support site for PC gamers using their product.

The website will feature a developers blog, which will include articles on the game, news on upcoming downloadable content as well as general topic of interest specific to the PC platform community. In addition the site will provide information directly from the developer to support any problems with the game.

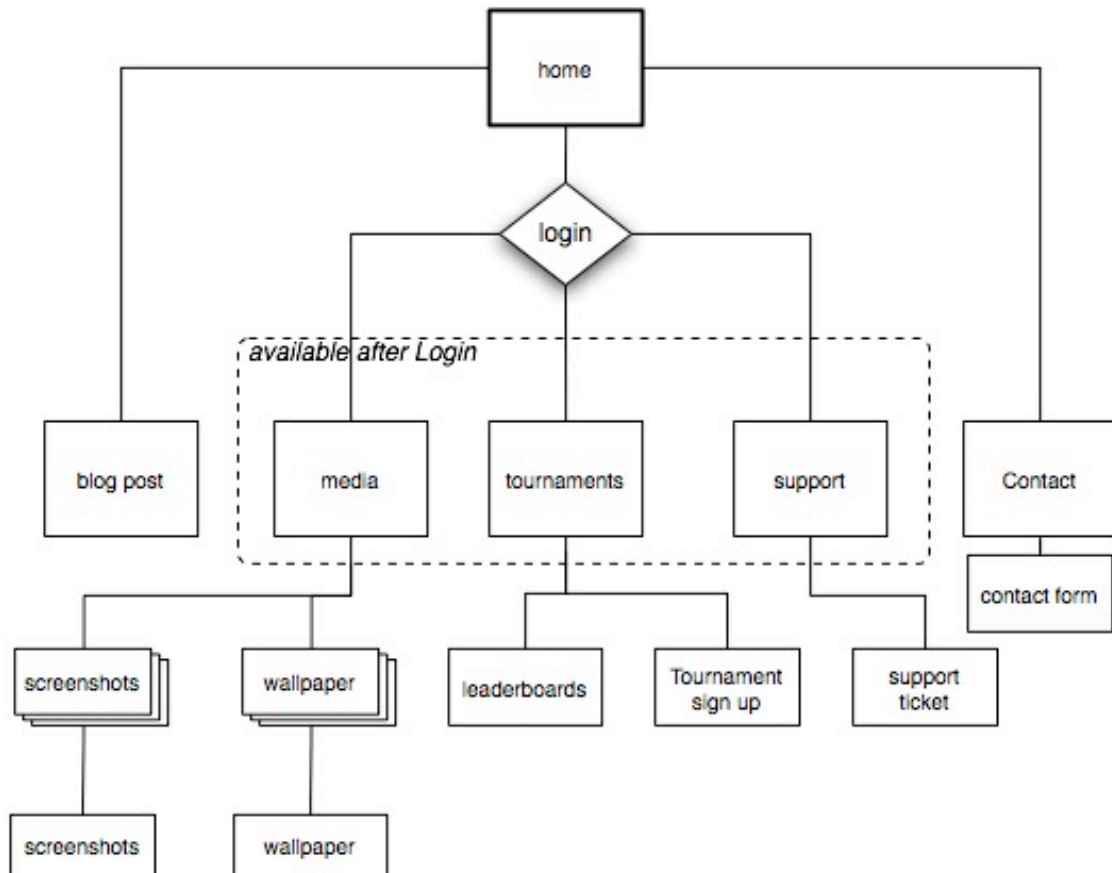
The web page will have a registration and login page that will allow the user to gain access to exclusive content, like wallpapers, user submitted screenshots and be able to sign up for target-aquired.com's sponsored tournaments and other contests. The website will have tournament brackets and a leader-board of teams that have signed up to their web site.

The goal of this website is to address some of the concerns that arose out of the recent launch of Call of Duty: Black Ops, by focusing a website specifically to target the concerns of the PC gaming community, Treyarch will strengthen it's market position by gathering feedback from its user base as well as provide a platform to sell its product. By sponsoring tournaments Treyarch will continue to generate enthusiasm for its game.

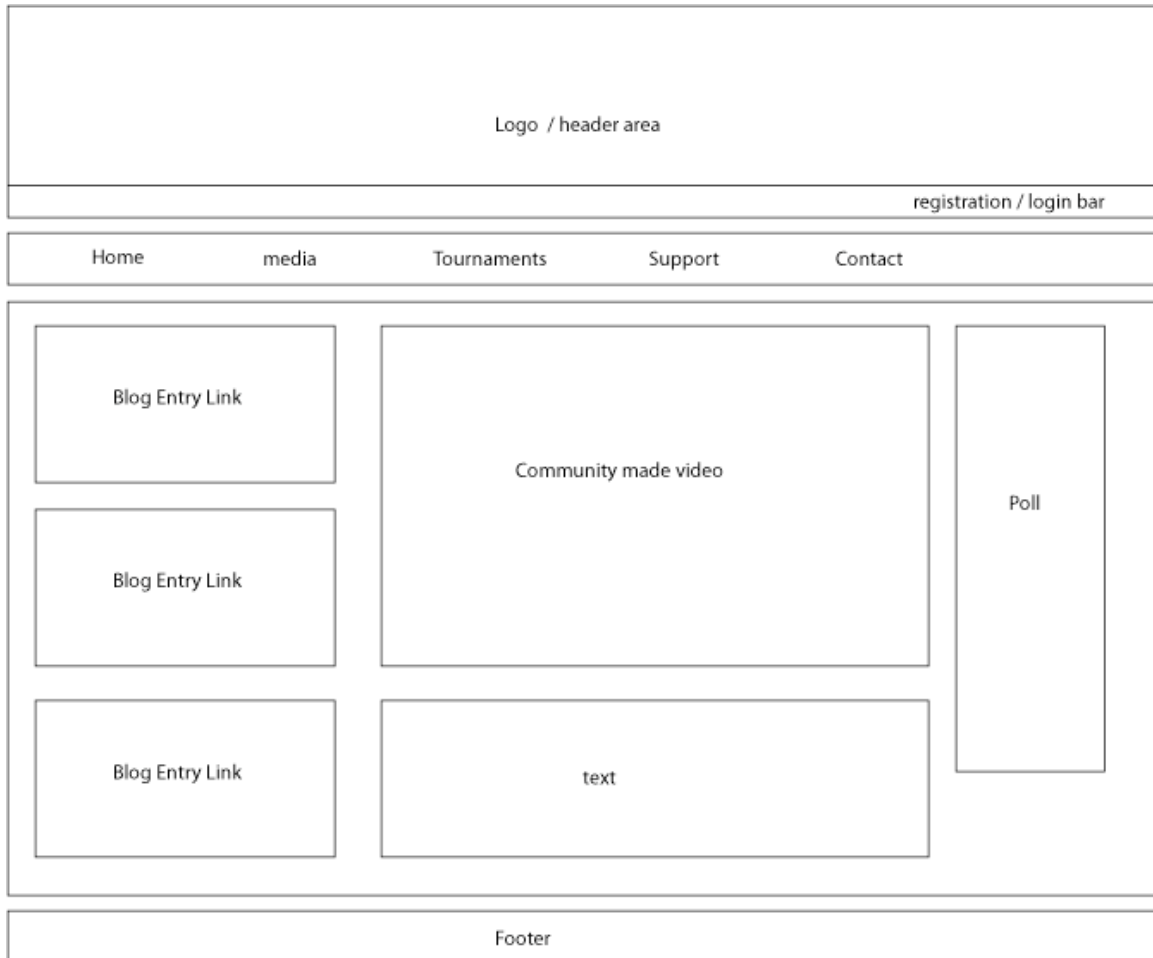
The website itself will be developed in PHP to give the site the ability to dynamically serve content to the user. Since PHP is a server-side scripting language it requires no plugins to run. Generally speaking we can expect faster load times using server-side scripting than with static HTML pages. In addition, we can develop a single template for the website and have the server dynamically create the required pages based on the user's input. This will make maintaining the website much easier than with standard HTML pages.

Other advantages will include the ability to access files and directories of the user's local PC. This will be valuable for when users of target-aquired.com share screenshots or videos on the website. Another nice advantage of using server side scripting is that the content generated by the server is browser independent. Because the code that the server returns is simple HTML you don't have to worry about what browser version the website is being viewed in.

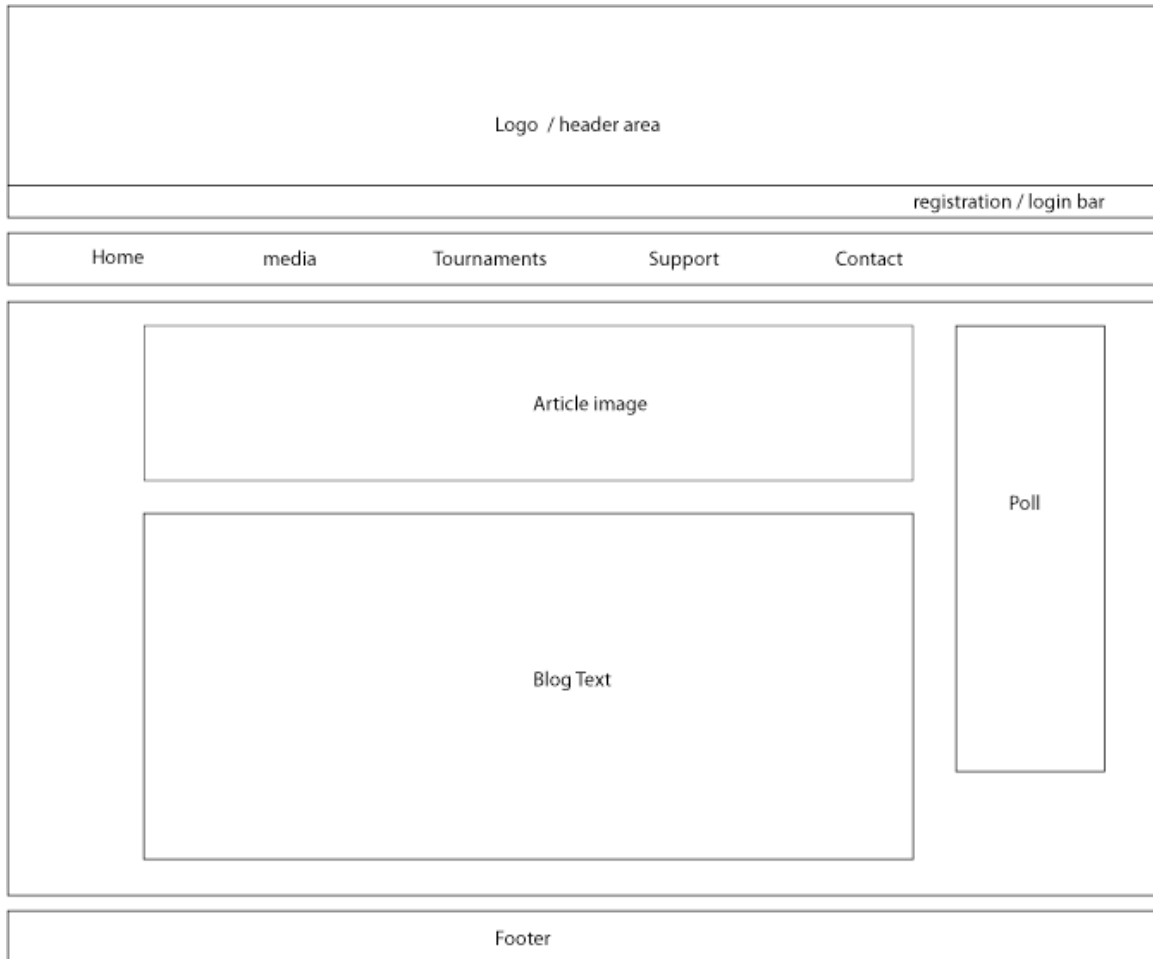
Information architecture for target-aquired.com



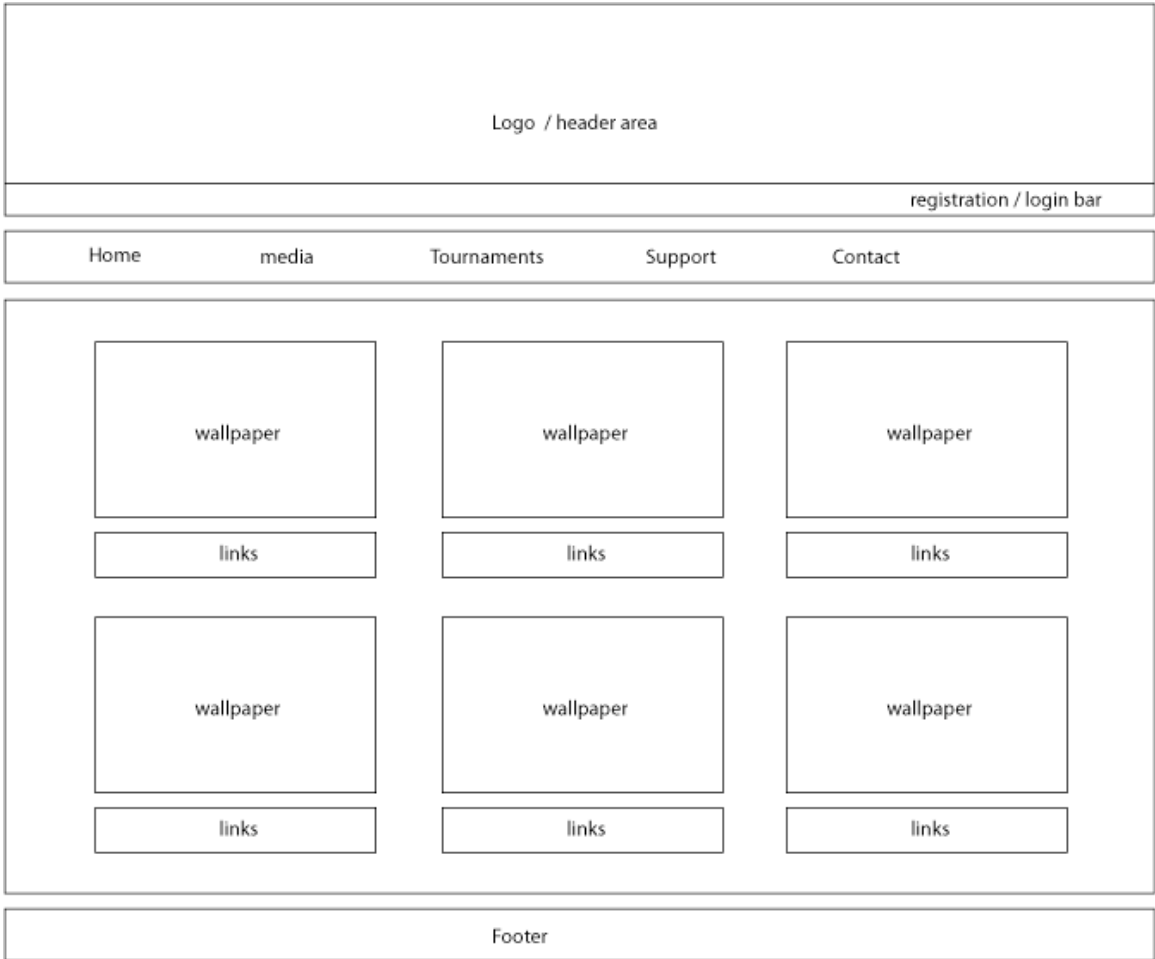
Home page



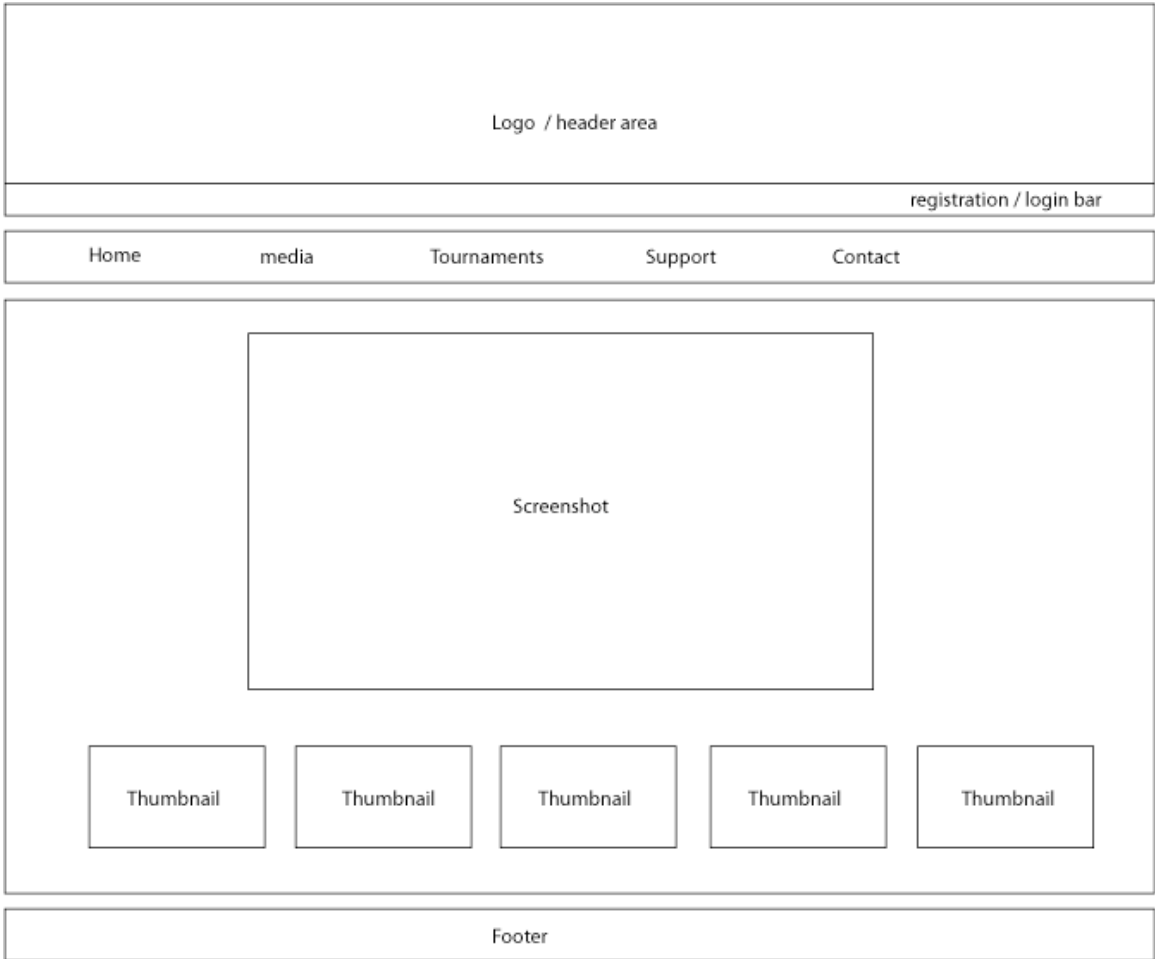
## Blog Entry



**Media - Wallpaper**



**Media - Screenshots**



## Tournament sign-up

Logo / header area				
registration / login bar				
Home	media	Tournaments	Support	Contact
Tournament sign up form				
Clan Name: <input type="text"/>				
Contact Person: <input type="text"/>				
Team members: <input type="text"/>				
Game type: <input type="text"/>				
<input type="submit" value="Submit"/>				
Footer				

## Support Form

Logo / header area														
registration / login bar														
Home	media	Tournaments	Support	Contact										
Support form														
<table border="1"><tr><td style="text-align: right;">Name:</td><td><input type="text"/></td></tr><tr><td style="text-align: right;">E-mail:</td><td><input type="text"/></td></tr><tr><td style="text-align: right;">System specs:</td><td><input type="text"/></td></tr><tr><td style="text-align: right;">Description of Problem:</td><td><input type="text"/></td></tr><tr><td colspan="2" style="text-align: right;"><input type="submit" value="Submit"/></td></tr></table>					Name:	<input type="text"/>	E-mail:	<input type="text"/>	System specs:	<input type="text"/>	Description of Problem:	<input type="text"/>	<input type="submit" value="Submit"/>	
Name:	<input type="text"/>													
E-mail:	<input type="text"/>													
System specs:	<input type="text"/>													
Description of Problem:	<input type="text"/>													
<input type="submit" value="Submit"/>														
Footer														

## Contact Form

Logo / header area				
registration / login bar				
Home	media	Tournaments	Support	Contact
Contact Us				
Name: <input type="text"/>				
E-mail: <input type="text"/>				
Message: <input type="text"/>				
<input type="submit" value="Submit"/>				
Footer				