

WoWGals – Process Book

World of Warcraft (WOW) Fan site – Web Comic

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Project Brief

World of Warcraft (WOW) Fan site – Web Comic

Introduction

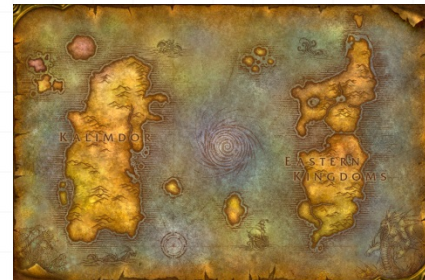
Fan sites are a great way for fans to enjoy content outside of the official locations and to gain a different perspective on their favorite show, game or whatever...

However, it has been observed that many fan sites are not responsive in design and require a lot of data to display. This is not optimal for a mobile device that has a limited data allowance. Putting the data footprint aside the fact that the sites do not change sizes to fit the screen is also an annoyance for those trying to browse the web on their mobile devices.

World of Warcraft (WOW) is a MMORPG (massively multiplayer online role-playing game) played by millions of people in multiple languages online. The fan base is expansive and is growing everyday.

For this project I intend on creating a World of Warcraft (WOW) Fan site that has a once a week comic featuring my characters from WOW as they progress through the game. It will also feature their communication with one another asking for an item or for tips of how to finish a specific quest. The banter between the characters as well as their situations will allow for a humorous storyline. This site's content will be easy to view on a mobile device with the use of media queries, JavaScript and a PHP service that will serve the correct image for that screen size to decrease the site's data footprint.

In essence, create an entertaining WOW web comic fan site for fans or fantasy based web comic reader to enjoy on their mobile devices.



Research – Case Study 1

LFG (Looking for Group)
<http://www.lfgcomic.com/>

This site's origins were to make fun of WOW players. The popularity among gamers is quite extraordinary considering its earlier intentions.

Easy to navigate. The sections of the site are clear but it is VERY image heavy therefore having a large data footprint.

The layout is only one size and does not change based on the screen size.

The site has become more focused on selling products or services instead of the actual web comic. Every other blog post is about selling something and the right column has been made bigger to accommodate more advertisements.



Research – Case Study 2

The Daily Blink:
World of Warcraft Webcomics!
<http://www.thedailyblink.com/>

The layout of this site is more of a blog layout. It is very similar to LFG except it does not have a dedicated section for the latest comic.

Like LFG it also focuses more on selling products and services instead of giving attention to the actual web comic.

The layout feels cluttered; especially at the top of the page. The main navigation is smaller than the social icons which in turn makes it harder to recognize with a quick glance.

This site also not a responsive design and is very heavy in the use of graphics and external content (advertisements).



Research – Case Study 3

Dark Legacy Comics

<http://www.darklegacycomics.com/>

Dark Legacy Comics focuses on its web comic. The advertisements are not the prime focus on this site. The comics are a bit dark but humorous.

However, the navigation is a bit hard to understand at first for it is integrated with the header image of the site. Also it does not follow the usual conventions of a navigation where the home link is usually the first link in the lineup.

This site is also not a responsive design and is only available in one size only. It is not as image heavy as LFG or The Daily Blink but it does require some time to download the main comic.

The content area of the site is simple with correct labeling of specific sections of the different pages. The pages displayed the expected content. The only issue is that the forum uses a different layout and can cause some confusion for those that are not expecting that type of change in layout.



Target Audience

Age range: 13 to 35 (*the comic will be PG-13 content*)

The target audience will be males and females that either like to read fantasy based web comics or are fans of World of Warcraft who are looking extra entertainment outside of game play.

They will already know how to use their mobile devices such as tablets or smartphones.

They will usually look for content that is related to WOW when they are not able to reach their computer that can play the game.

User Profile 1

Gary Brown

Profile: WOW Fan

Gender: Male

Age: 18

Location: Seattle, WA

Occupation: College Student, Freshman

Reasons for reading this site:

- o Enjoys reading web comics about WOW.
- o In between classes he likes to have something to read and this comic allows for reading on his smartphone.
- o Find the situations that the girls get into hilarious. He especially likes the Mage who could not cast her way out of a paper bag and is constantly needing help from other players.

Personal Background Information:

Gary is a new college freshmen who is focusing his studies in game development with hopes that he will someday work for Blizzard or an equivalent company.

Gary is an easy going guy and loves to help others when they need help.

He can be found to be playing WOW (after his studies) most nights of the week.

When he is not able to play WOW then Gary usually is perusing the web to find more sites that relate to WOW.

User Profile 2

Angelica “Angel” Smith

Profile: Fantasy web comic reader

Gender: Female

Age: 26

Location: Lilburn, GA

Occupation: Stay at home Mom

Reasons for reading this site:

- o The content is easy to read on her mobile device so she does not have to go to her computer to read the comic. It allows her to have something to read while waiting in line at the stores.
- o She loves comics that are female centric and are fantasy based.

Personal Background Information:

Angel is a stay at home mom with a two year old and a three month old. She cleans, cooks and takes care of her children.

During her children’s nap time she usually takes a break to catch up on her online stories and web comics.

Most of the time she wishes that she could read them while she waits in line but the sites take so long to load that she gets frustrated and doesn’t bother.

Angel appreciates the simplicity and the quickness to display of a site.

S.M.A.R.T Goals – Specifics

- **Who:** My characters from WOW.
- **What:** create a web comic fan site that shows their interactions between one another and their progressions of quests, professions, and levels. It is a website that is responsive in design and would be available to mobile devices and desktop with access to the web. It will also have basic information about WOW with a link back to the official site for anyone that would like to learn more.
- **Where:** Online – Nationwide
- **When:** a once a week web comic
- **Which:** Since it will be a site that will need to be conscious of web size it will need to utilize a PHP service to serve up the correct sized images for each segment of the page. JavaScript will also be used to swap out content based on the screen size.
- **Why:** There are no fan sites out there that are mobile device ready or even try to keep the file size down for those with limited data usage.

S.M.A.R.T Goals - Measurable

The site will consist of four sections:

- o **Home** page that has the latest comic and any other updates
- o **About**
 - o Basic WOW information
 - o Cast – My Characters
- o **News** – recent and past updates (*blog like*)
- o **Comic** – Allows for reading current and past comics (*utilizes PHP to display the next or previous comic*)

S.M.A.R.T Goals

Attainable & Realistic

- o It would be easier to accomplish the above by creating a Wordpress theme that is responsive and uses the Easel plugin for the comic management.
- o However, considering the timeframe for this project it would be best to keep the navigation for the comic hardcoded and focus on making a responsive template.
- o Make the site light on image usage so that the only true image download is the one for the actual comic.

S.M.A.R.T Goals - Timely

- By the end of this project the site's responsive layout can be translated to a Wordpress theme that uses the easel plugin for easier comic management.

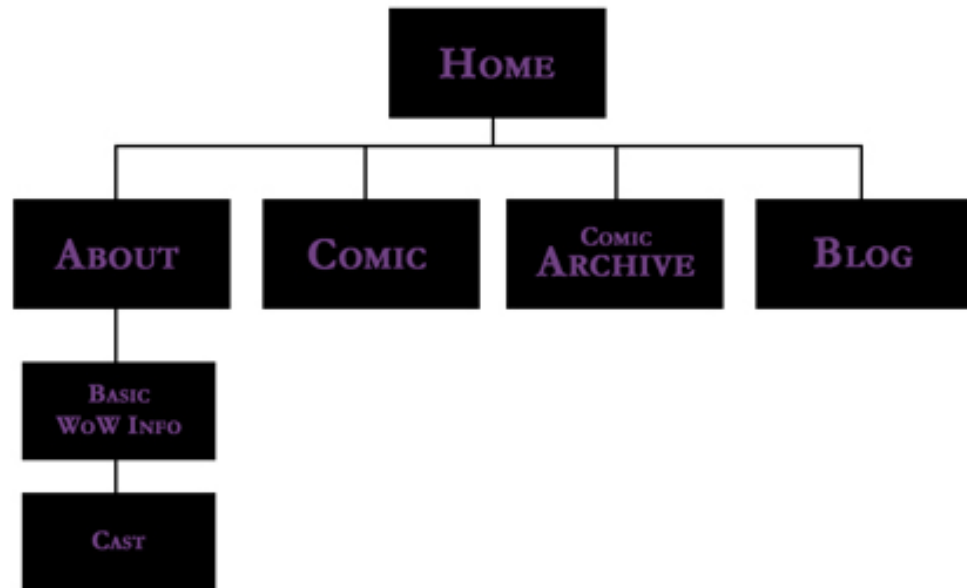


Thumbnails, Styletiles & Sitemap
World of Warcraft (WOW) Fan site – Web Comic

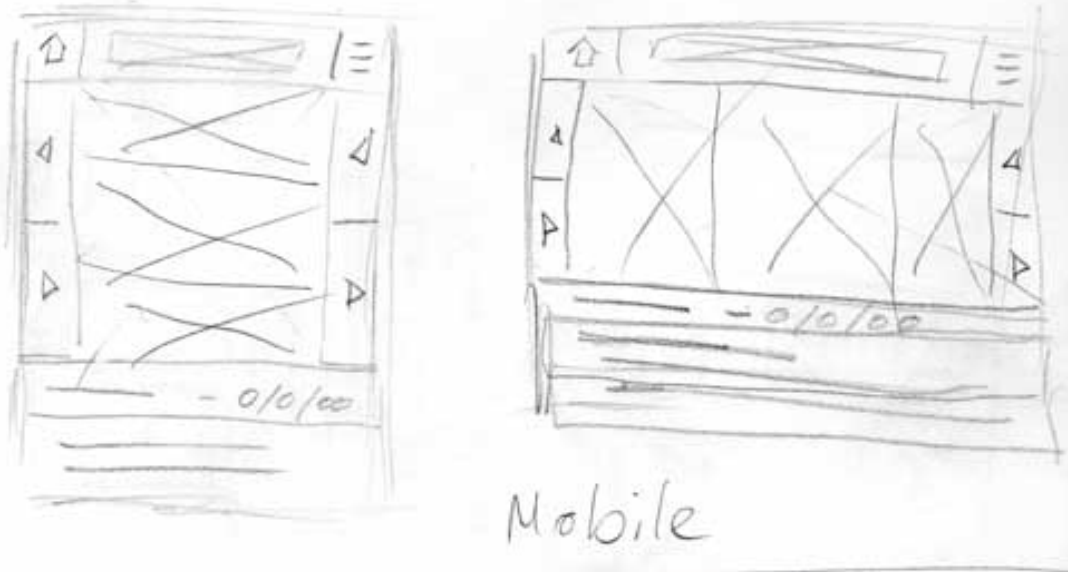
Sitemap

The sitemap for the wow fan site will have five main links: home, about, comic, comic archive, and news.

The about page will have two sub links: basic wow information and cast (the characters of the comic)



Thumbnails – Mobile



The mobile version of this comic site will minimize the site links to an options menu icon. When pressed it will display the additional areas that the visitor can visit.

One may notice that the comic navigation has both back and forth navigation on the sides of the comic. This idea was inspired by the Amazon Kindle navigation. For when you have a device in one hand it is really hard to reach over to get the other button. By placing the back and forth links on top of one another it makes the navigation of the comic easier.

Thumbnails - Tablet

For the tablet version of the site there will be a landscape and portrait version of the site.

When viewing the site in landscape mode the navigation will be on the left side of the site with Ads underneath.

The comic will display horizontally with horizontal comic navigation.

In portrait mode there will only be the back and forth buttons. The comic will rearrange vertically.

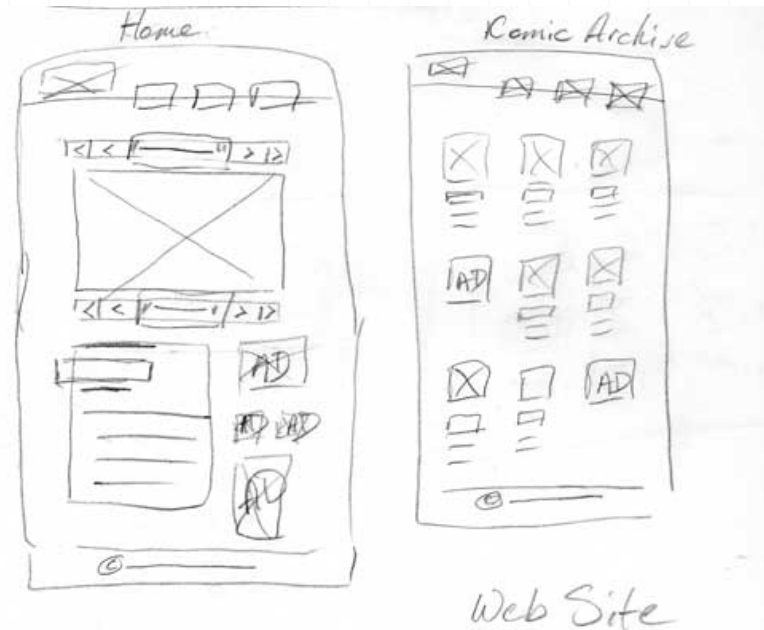
The second set of thumbs (row two) is of the comic archive page. Taking a note from TheOatmeals comic archive page (<http://theoatmeal.com/comics>) one will notice that he displays a picture and a caption of that particular comic. The comic archive page adheres to a grid making it easy to rearrange content based on page size.



Thumbnails – Desktop

The home page for the desktop version will show the comic with more graphic flair. The comic will display horizontally with horizontal comic navigation above and below the comic.

For the comic archive page it will follow the same grid layout structure.



Logos

These are the possible logos and names for consideration of the comic.

My
WoW
Life

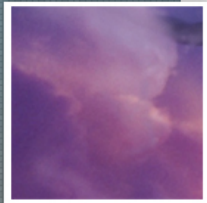
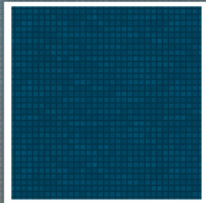


WoW  gals

Possible Colors



Textures



This is an example of a Button

This is an Example of a Header

Font: Dr Sugiyam #d4911c

This is an Example of a Sub Head

Font: Arial #53b6d9

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Arial #05a1a0

[This is an example of a Text link »](#)

Suspensful
Sarcastic funny
Dramatic

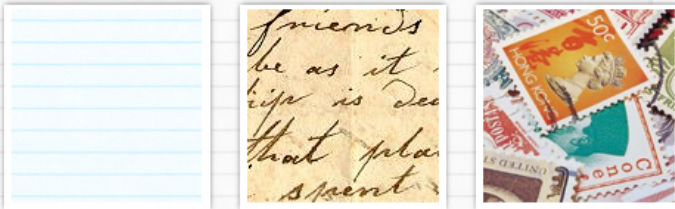


Style Tile
version:2

Possible Colors



Textures



This is an example of a Button

This is an Example of a Header

Font: A Lovers Quarrel #000000

This is an Example of a Sub Head

Font: Arial #b27852

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Arial #537053

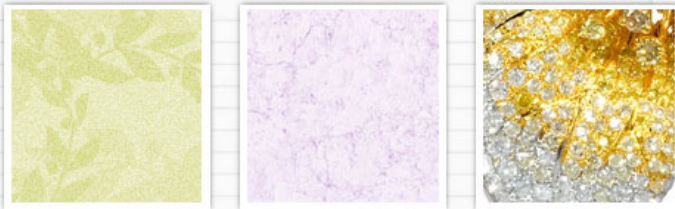
[This is an example of a Text link »](#)

sarcastic
Dramatic *Elegant*
funny

Possible Colors



Textures



This is an example of a Button

This is an Example of a Header

Font: Gill Sans (or sans-serif font) #662d91

This is an Example of a Sub Head

Font: Arial #3e4408

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Arial #a55bdd

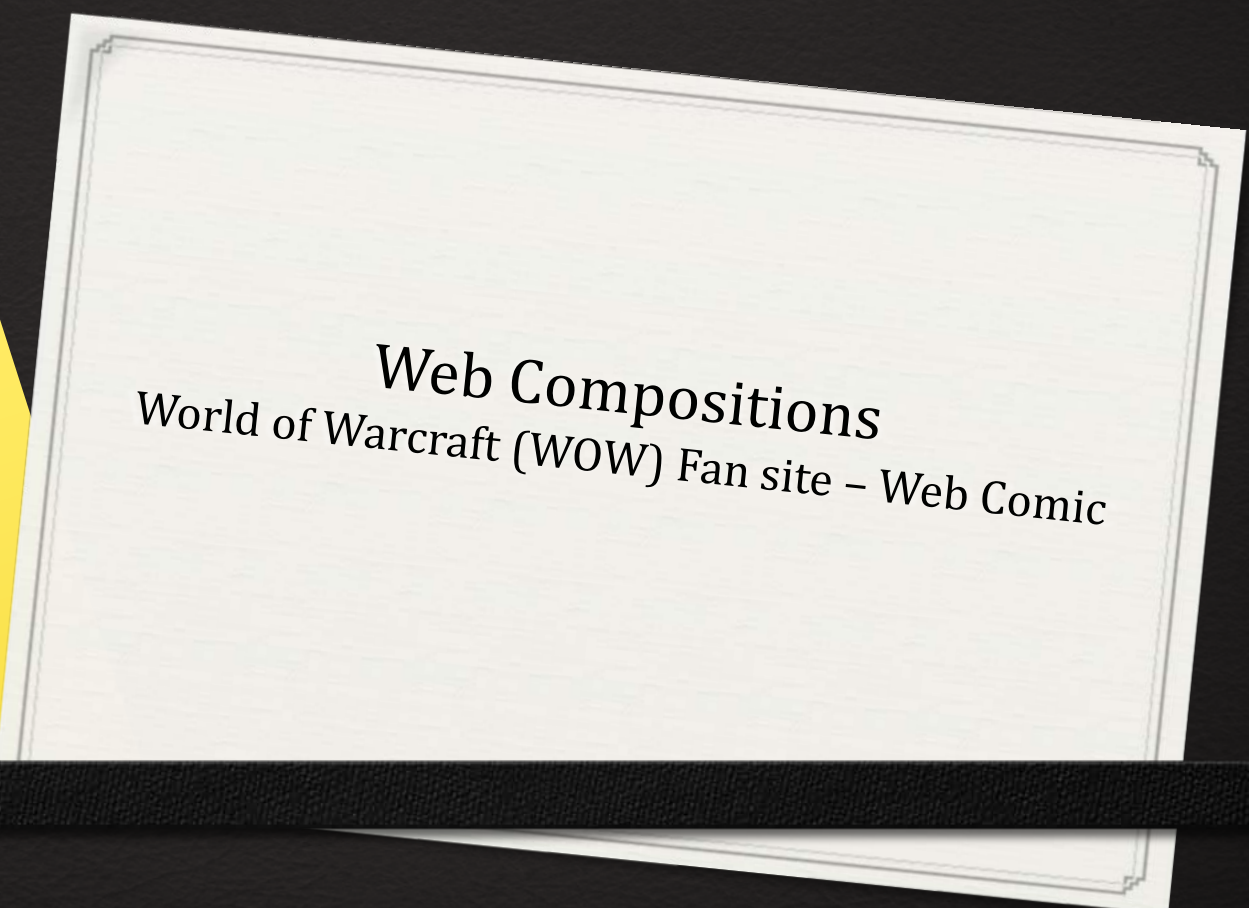
[This is an example of a Text link »](#)

sarcastic

Elegant

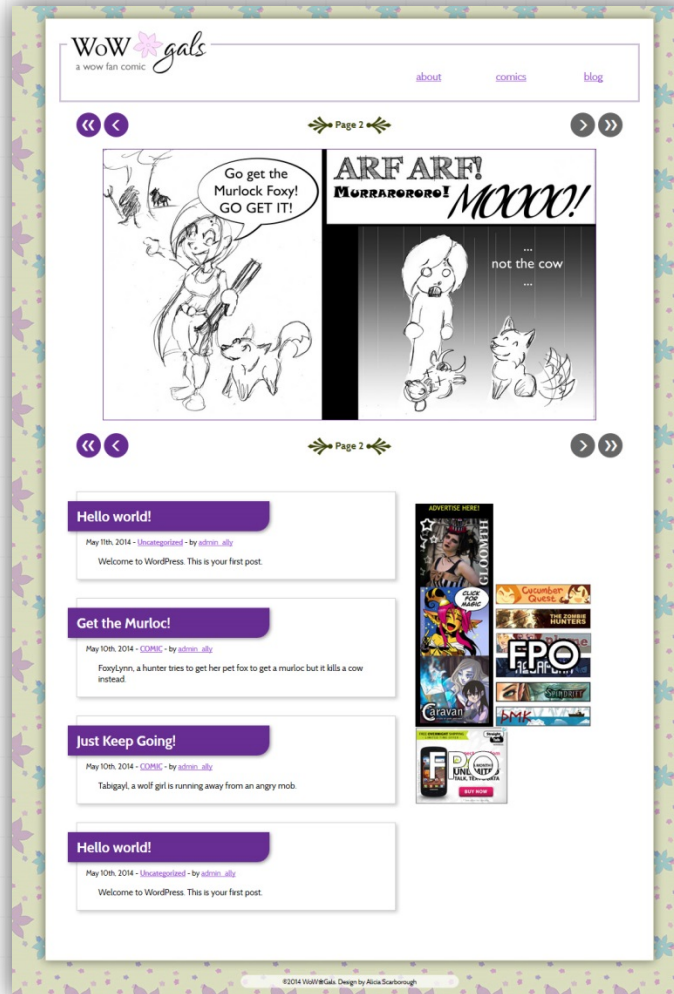
amusing

drama



Web Compositions
World of Warcraft (WOW) Fan site - Web Comic

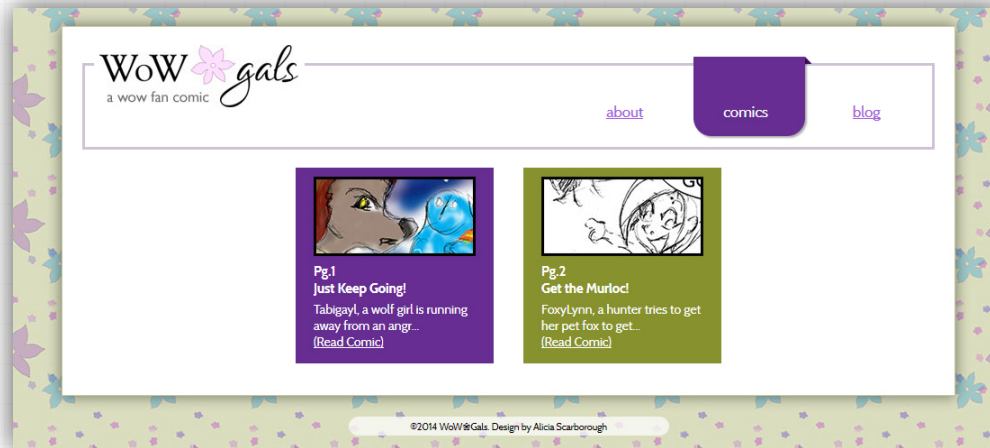
Desktop – Home page



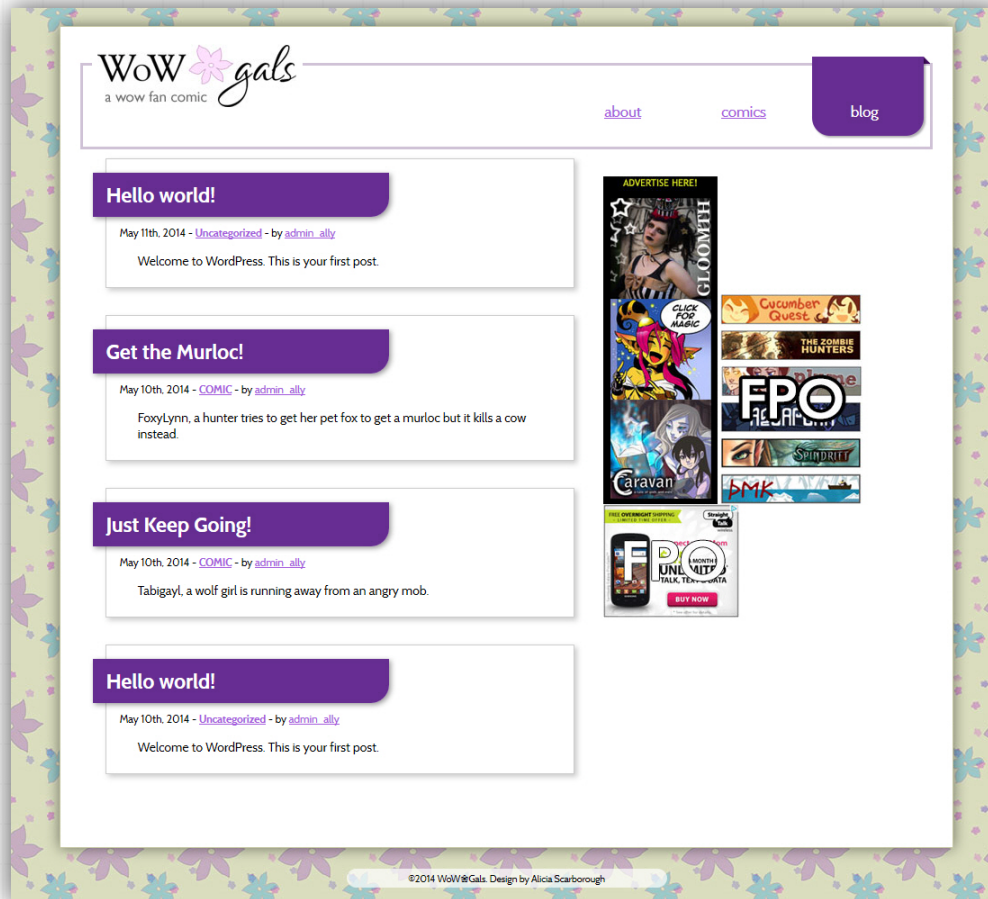
Desktop – About page



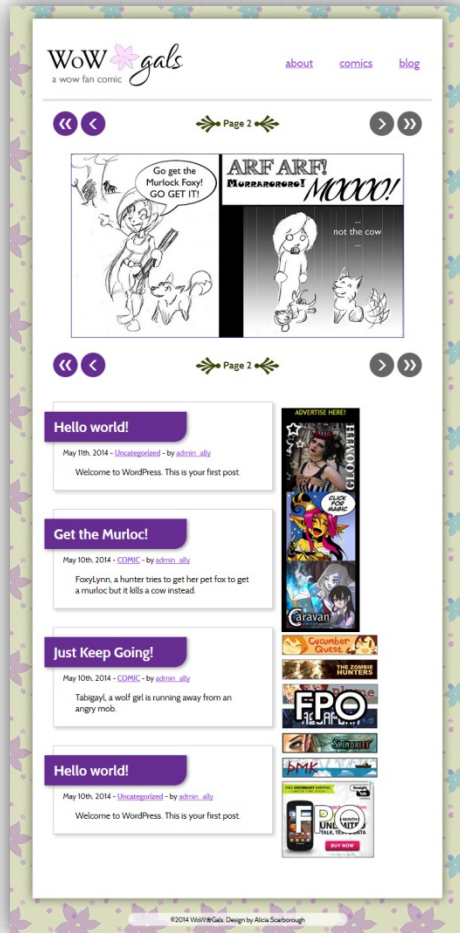
Desktop – Comic Archives page



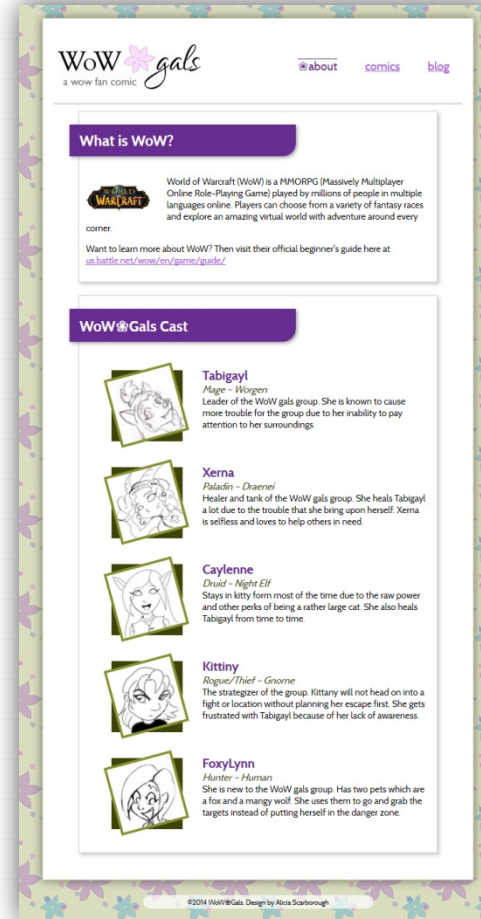
Desktop – Blog page



Tablet – Home & About

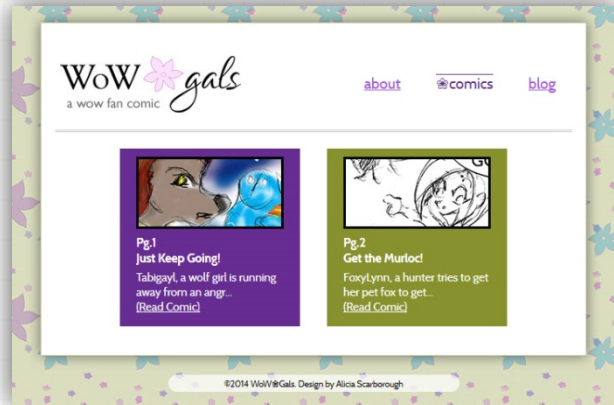


Home Page

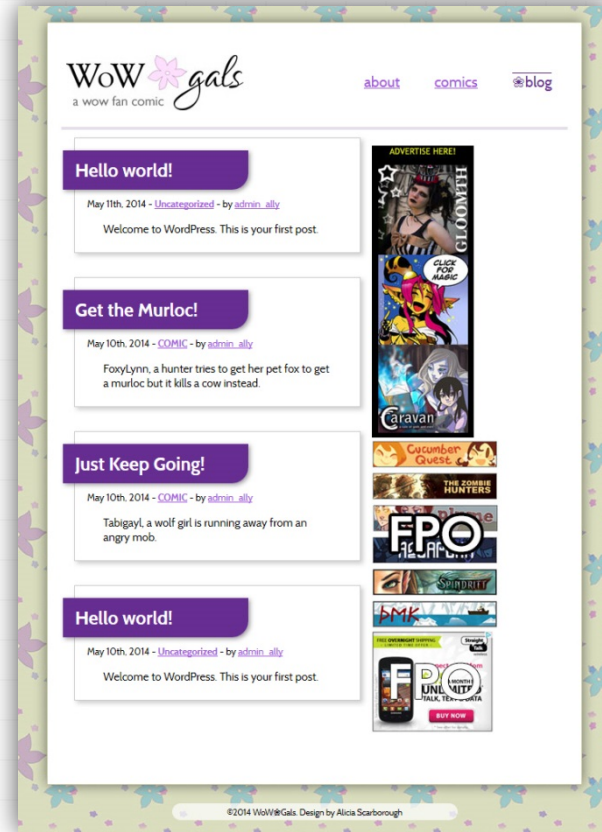


About Page

Tablet – Comic Archives & Blog

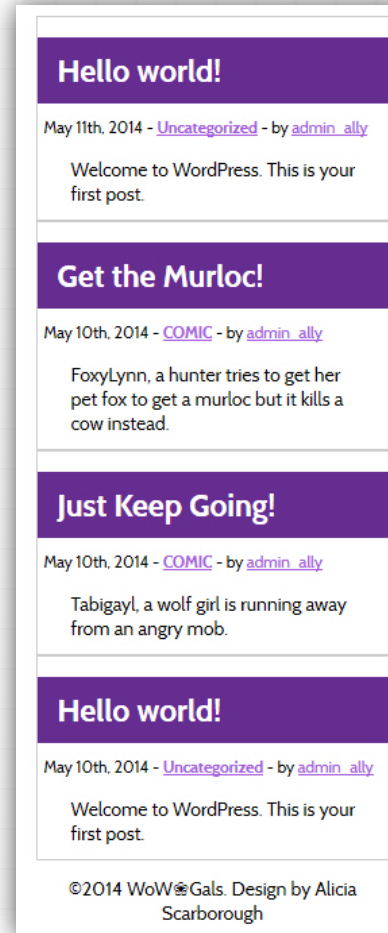


Comic Archives Page

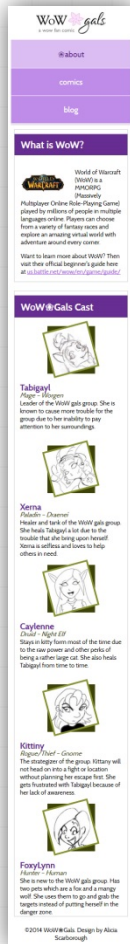


Blog Page

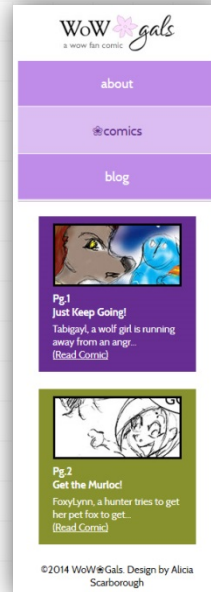
Mobile – Home and Navigation Overlay



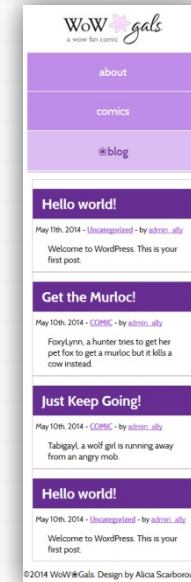
Mobile – About, Comic Archives & Blog



About Page



Comic Archives Page



Blog Page



Redesign

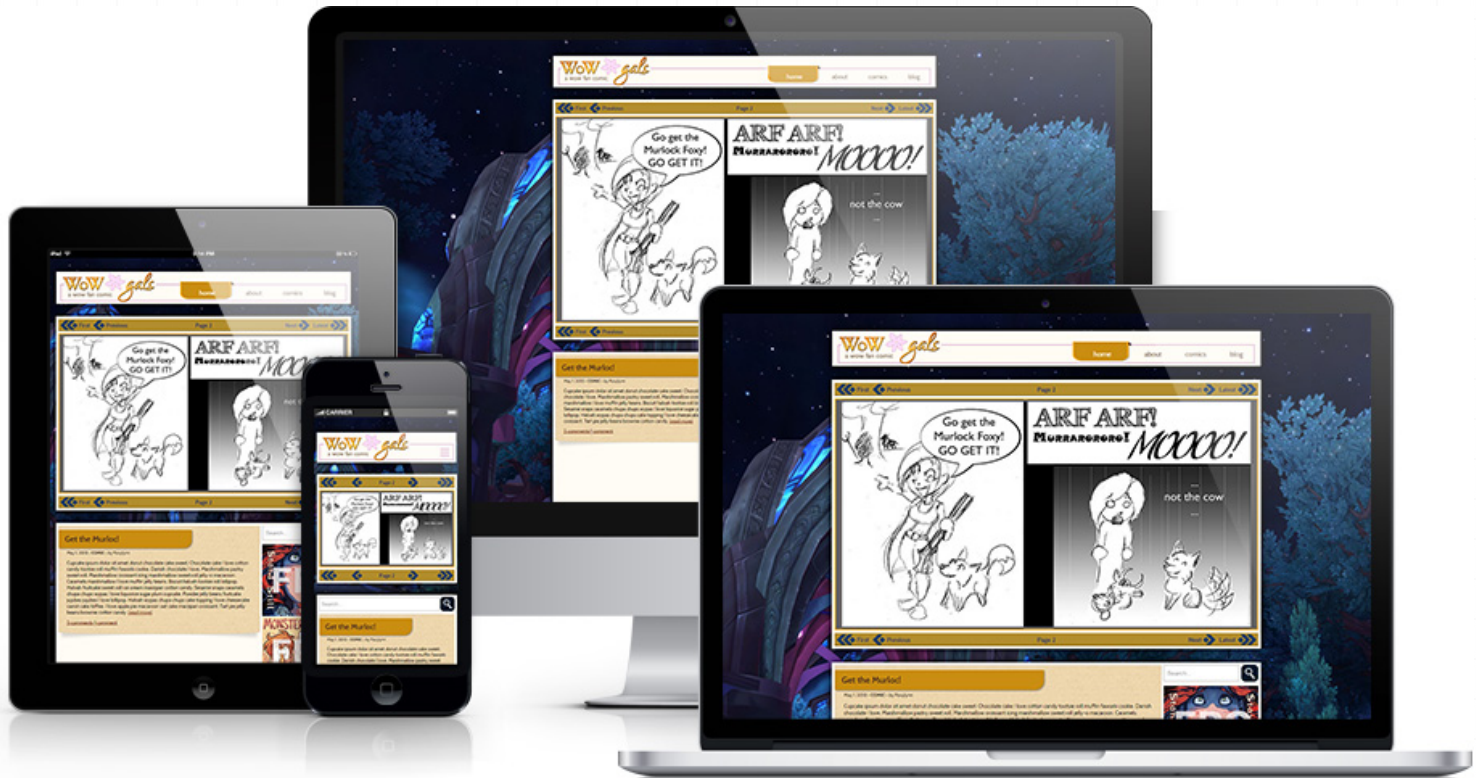
Summer 2014

Justification

The original design for WoWGals did not follow the same design aesthetics as World of Warcraft (WoW). Also the design needed to be aligned better to a grid. The original design had too much padding and thus seemed empty to a new visitor of the site.

By redesigning the site it allowed for integration of the essence of WoW while still retaining some of the feminine aspect of the comic. Plus, the reduction of the padding in the site allowed the user to easily focus on the content.

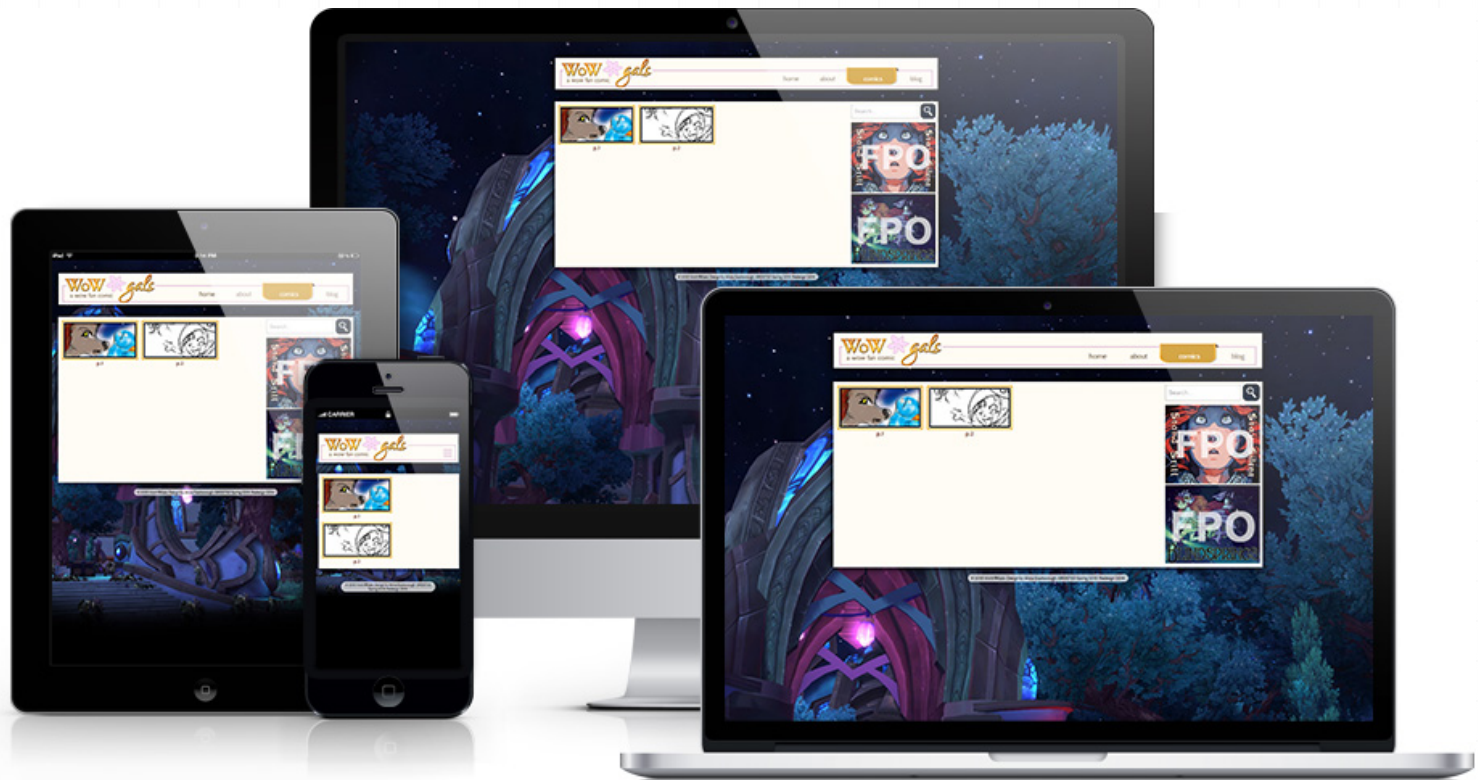
Homepage Redesign



About Page Redesign



Comic Archive Page Redesign



Blog Page Redesign





Conclusion

Conclusion

Even though the initial design was more feminine it was lacking the essence of WoW which is why it was later redesigned. Both site implementations are responsive designs utilizing HTML5 and CSS3 with media queries.

The initial design can still be viewed at:

<http://portfolio.aliciascarborough.com/wowgals/>

The new redesign of the site can be viewed at:

<http://portfolio.aliciascarborough.com/wowgals/redesign/>