



IT0041

E-COMMERCE AND DIGITAL MARKETING FINAL PROJECT



GAMEVOID

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Introduction

GAME VOID is an e-commerce website, with a catalog full of games in cards, or cartridges, to be delivered to the customers' doorstep. GAMEVOID allows for many game categories, searching through filters and user inputs, and an online shopping cart for keeping track of purchases.

With GAME VOID, customers can track the state of their orders, whether it is in transit, given to a courier, or is already delivered to them. Structured specs requirements, game overviews, and pricing is also readily available right after game selection. Customers can also browse the selection of games even if they have yet to create an account, with logging in enabling the ordering process.

All in all, given the catalog of various games and genres and its readily available access, GAME VOID provides for its customers' needs and demands with passion towards user experience, ease of use, and with love of games.

Vision

To become the go-to platform for gamers, known for excellence, reliability, and a positive impact—where every physical game sparks excitement and brings communities together.

Mission

To provide a reliable and high-quality service driven by determination, integrity, passion, and commitment, while continually evolving to meet the needs of our customers and deliver the best possible e-commerce experience.

Website Link: <https://gamevoid.ecommerceproj.online/>

APD : <https://youtu.be/PHqvT0JeXCU?si=FoyU6r1MWTHIdmxP>

Website Components

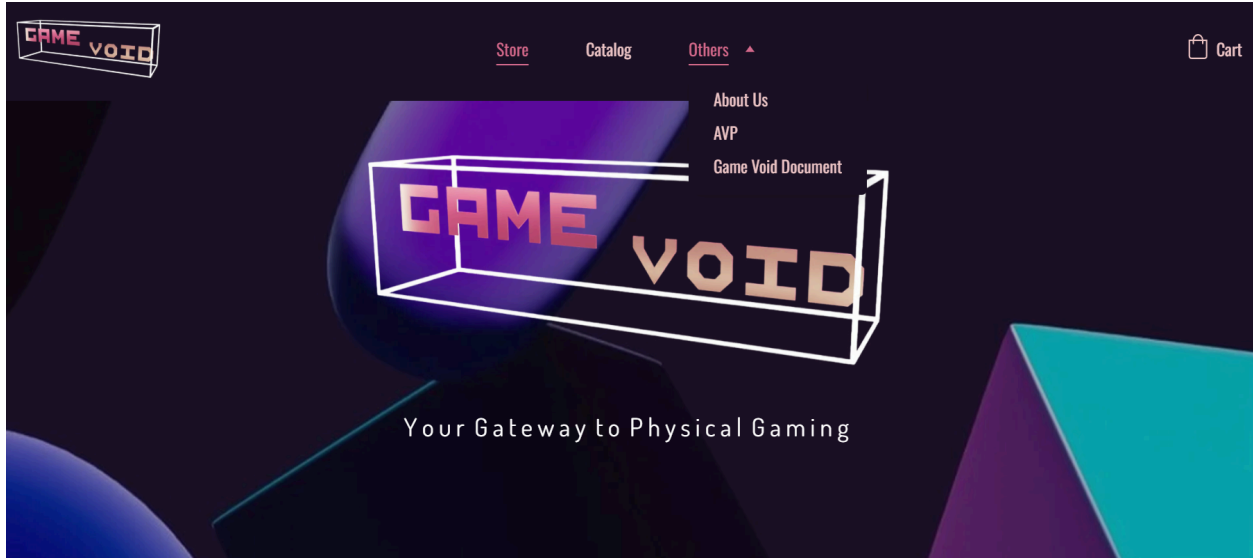


Figure 1. Storefront (Desktop)

Figure 1 shows the desktop view of the website. The storefront of GameVoid showcases the main design of our website, involving the name and logo of the website and the name categories.

The user will be able to view the navigation panel which they can interact with the ff:

- **Store:** Features the frontpage and logo of the website
- **Catalog Cart:** Accesses all of the products that are available within the online store
- **Others:** It is a dropdown button that shows the About Us, AVP, and Game Void Document
- **About Us:** It showcases the mission and vision of our website. It also views the creators and developers of the website, Noir Axis.
- **AVP:** It redirects to the website's promotional Youtube video .
- **Game Void Document:** It redirects to the website's document which is downloadable in PDF.
- **Shopping Bag:** It views what you have purchased within the website.

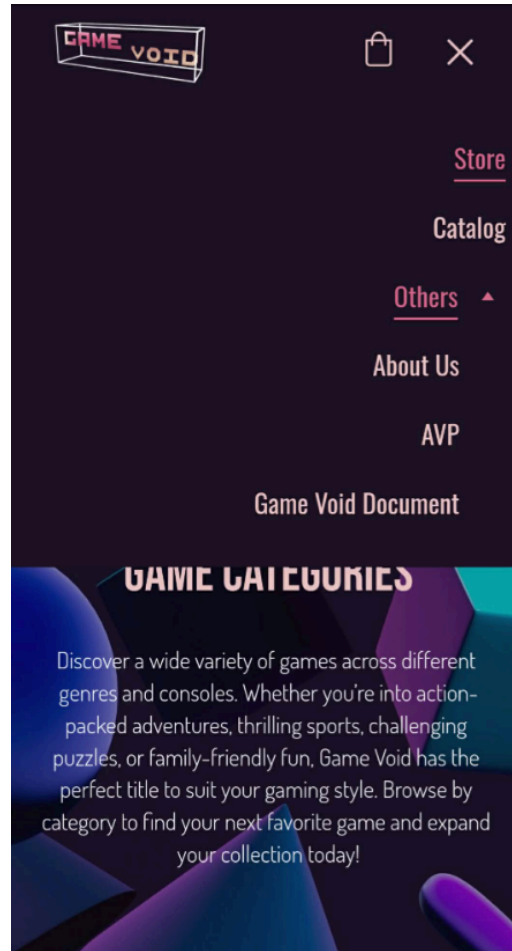


Figure 2. Storefront: Expand Header (Mobile)

Figure 2 shows the mobile version of the website's storefront. GameVoid assures responsiveness between the desktop and mobile devices, supporting user experience and ease of use.



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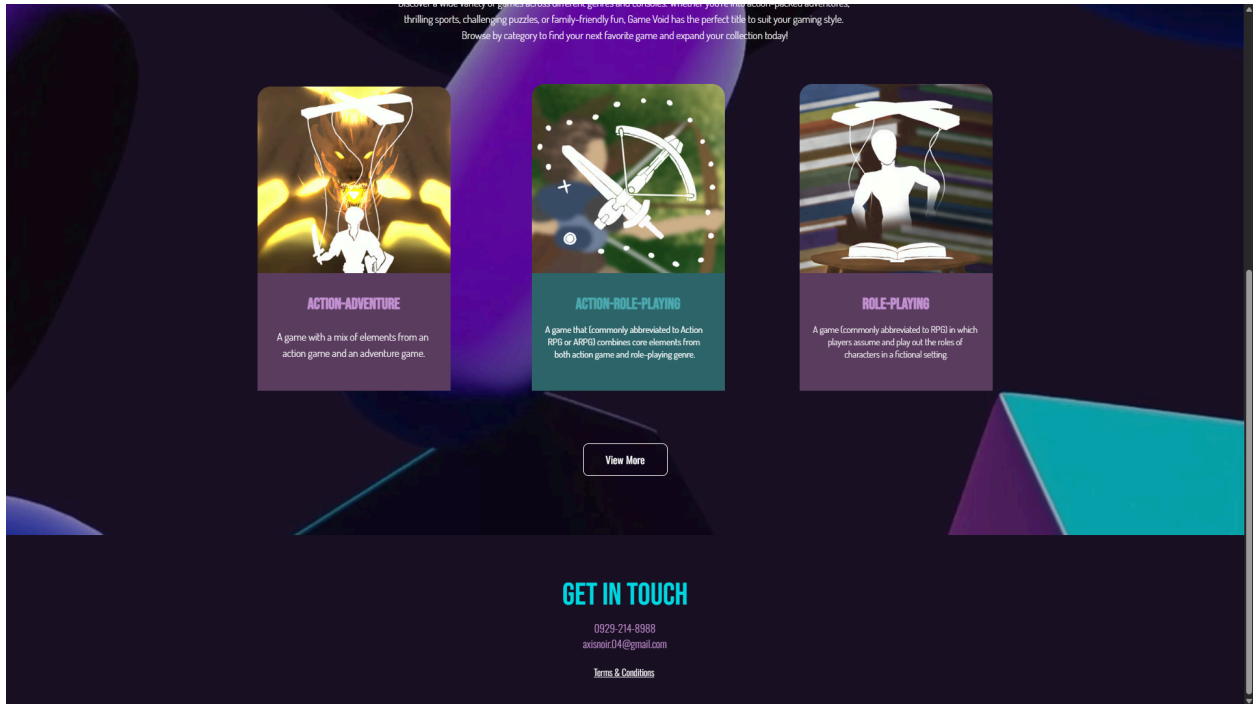


Figure 3. Storefront Bottom (Desktop)

Figure 3 and 4 shows the section of the store front where promoted genres are seen. This includes three genres (Action- Adventure, Action-Role-Playing, Role-Playing) and a “View More” button that redirects to the catalog. The bottom of the page contains the footer, where the contact number, email and terms and conditions are to be seen.



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ROLE-PLAYING

A game (commonly abbreviated to RPG) in which players assume and play out the roles of characters in a fictional setting.

[View More](#)

GET IN TOUCH

0929-214-8988
axisnoir.04@gmail.com

[Terms & Conditions](#)

Figure 4. Storefront Bottom (Mobile)

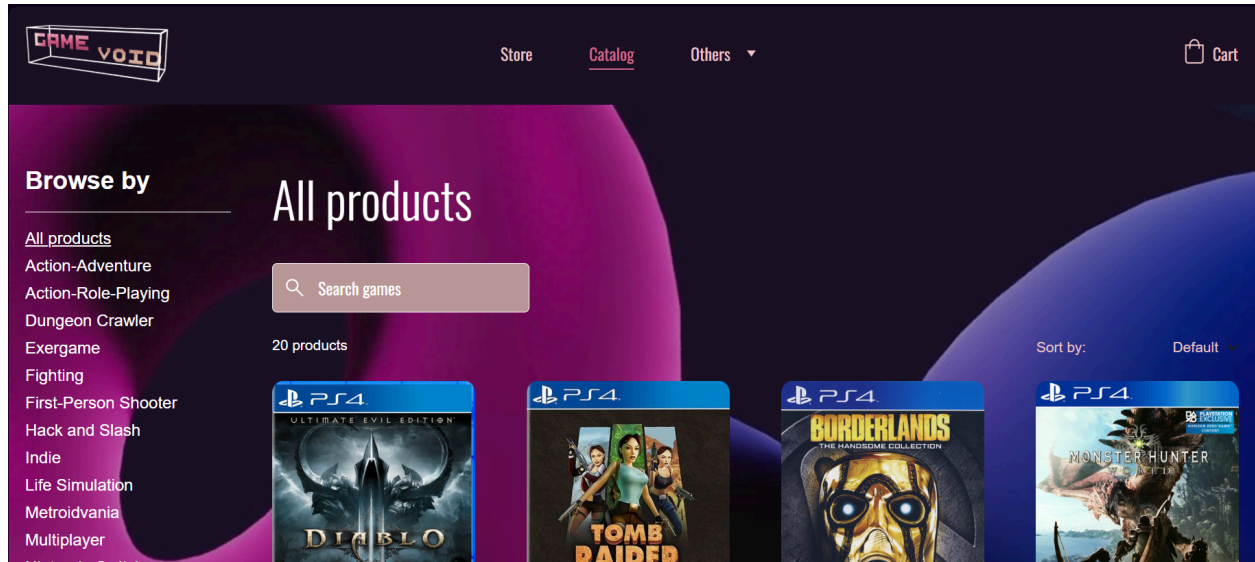


Figure 5. Product Catalog (Desktop)

Figure 5 and 6 shows the product catalog, where the orders for games from GAME VOID are made. Users can filter the catalog through the provided filters, or through searching keywords in the website's search bar. Product Catalog will showcase the highlighted games based on the filters or genres they have chosen. After clicking the catalog, it will highlight the games based on their specifications then it will redirect them towards the product category.



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Figure 6. Product Catalog (Mobile)

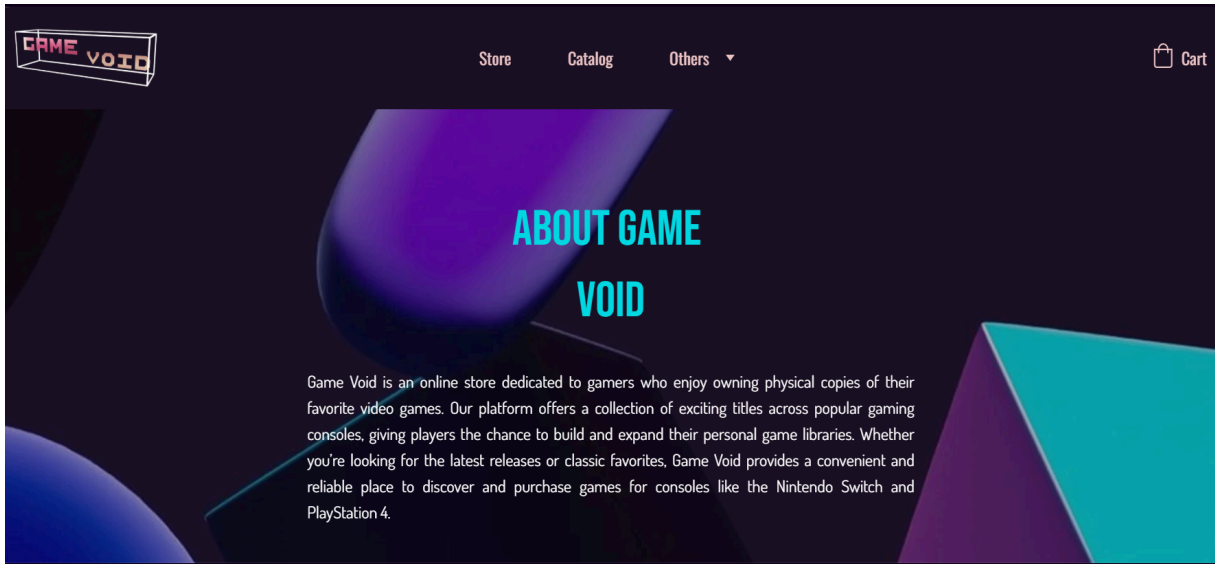


Figure 7. About Us (Desktop)

Figure 7 presents information about Game Void which is an online shopping website that sells hard copies of video games. The website shows its convenience and reliability in selling physical copies of games to gamers.

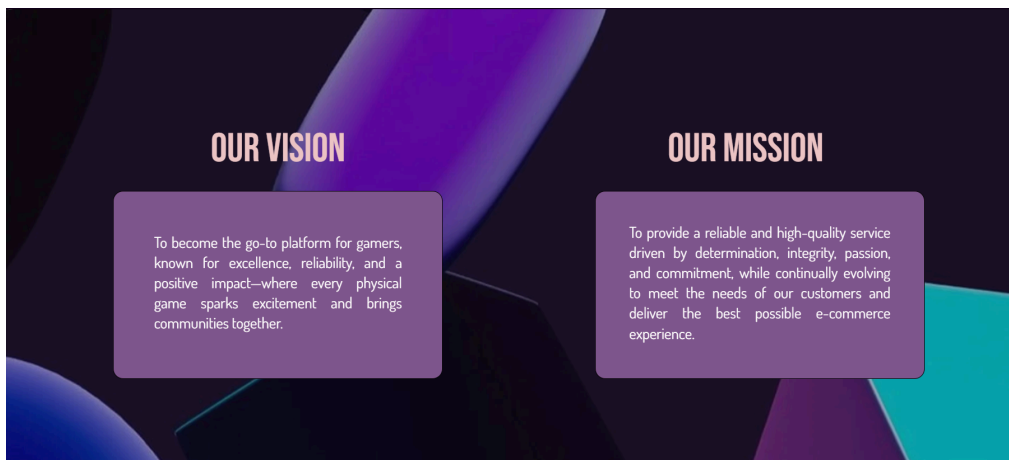


Figure 8. About Us: Vision and Mission (Desktop)

By scrolling down in the “About Us” page, Figure 8 shows the Mission and Vision of the team by making GameVoid a reliable online shopping platform for their customers.

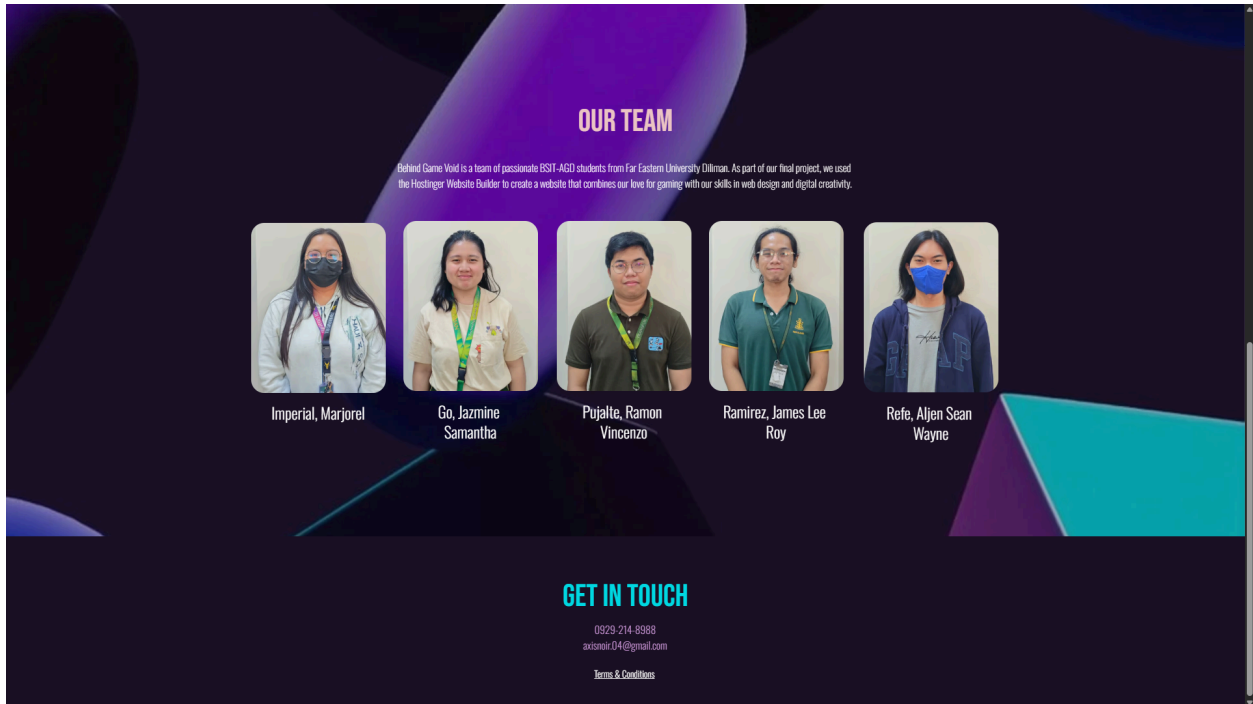


Figure 9. About Us: Our Team (Desktop)

More in the “About Us” page, Figure 9 shows the team, Noir Axis+++ , who planned and made the Game Void website.

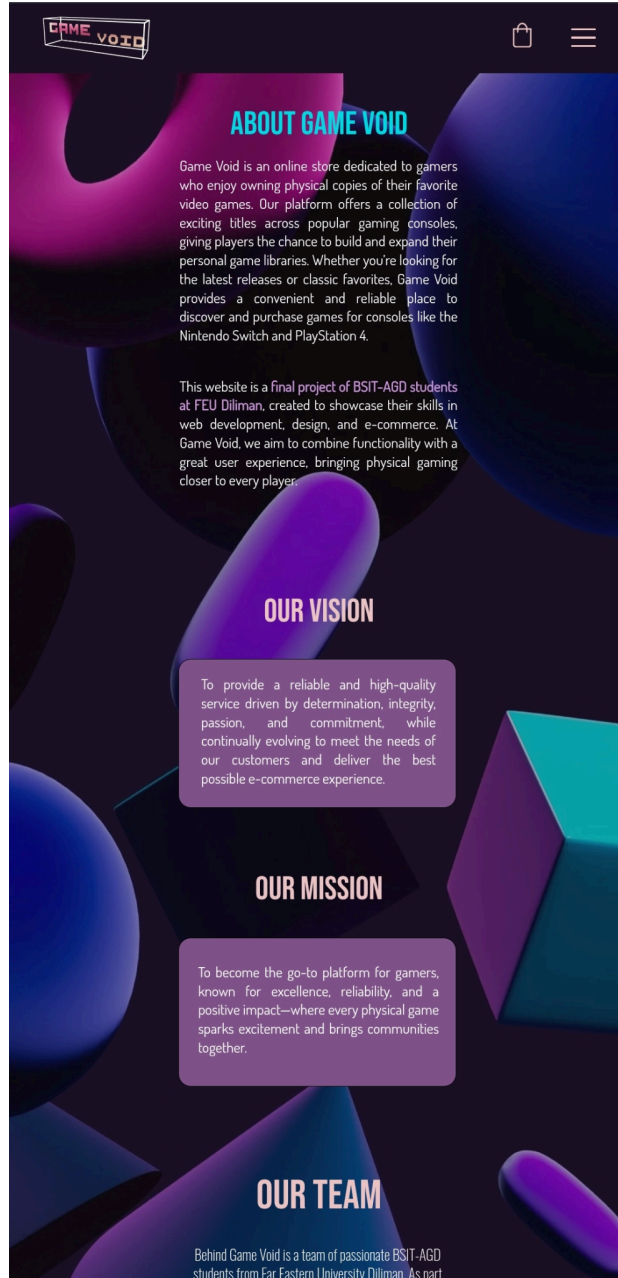


Figure 10. About Us (Mobile)

Figure 10 and 11 shows the mobile version of the “About Us” page.

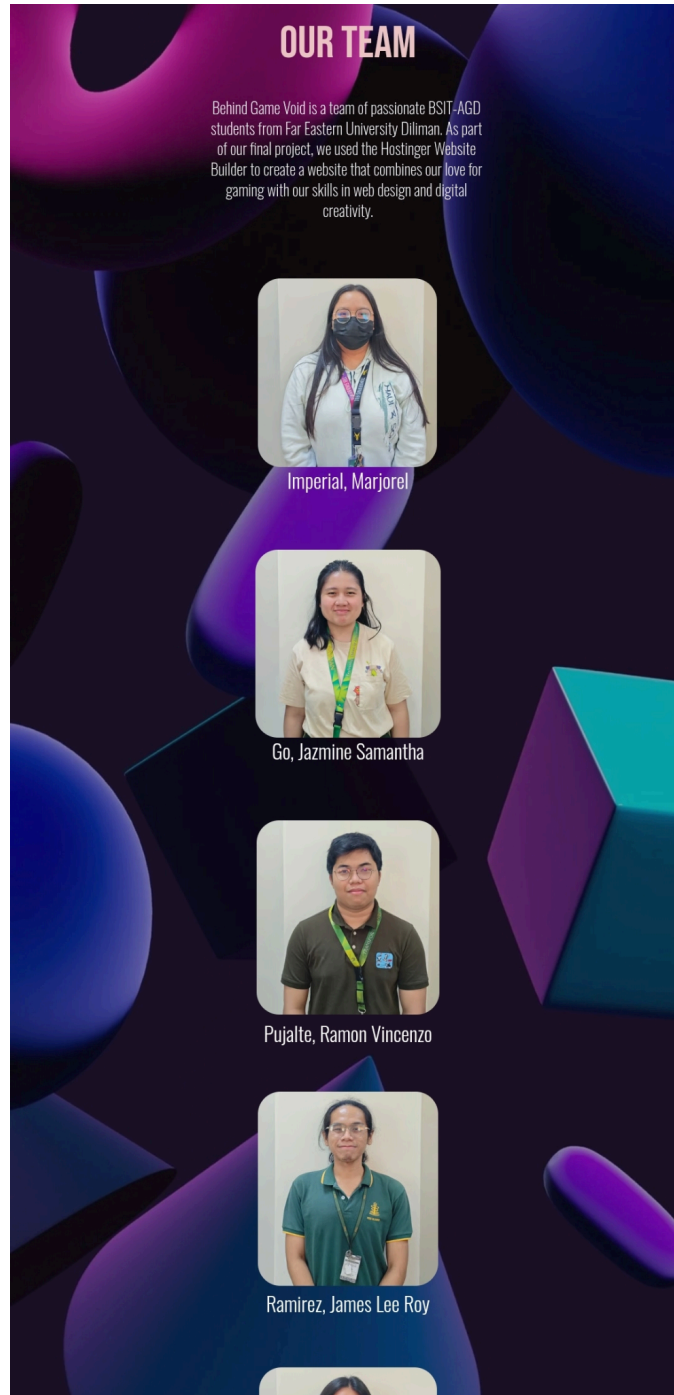


Figure 11. About Us: Our Team (Mobile)

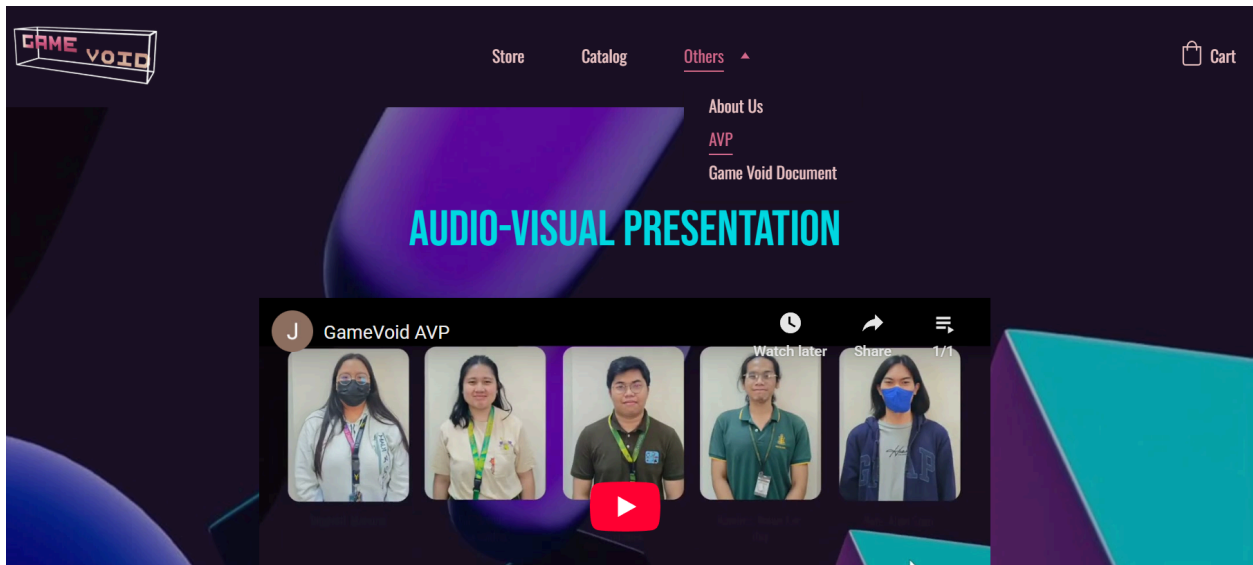


Figure 12. AVP (Desktop)

By clicking dropdown “Others”, Figure 12 and 13 shows the site redirecting to the “AVP” page. It is where we can see the website’s promotional video that shows the summary of what the website can do for their customers.



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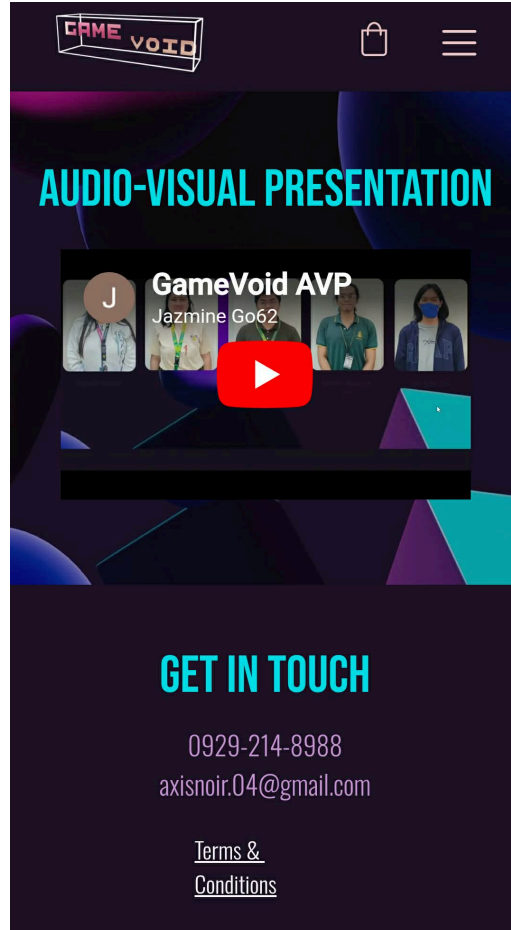


Figure 13. AVP (Mobile)

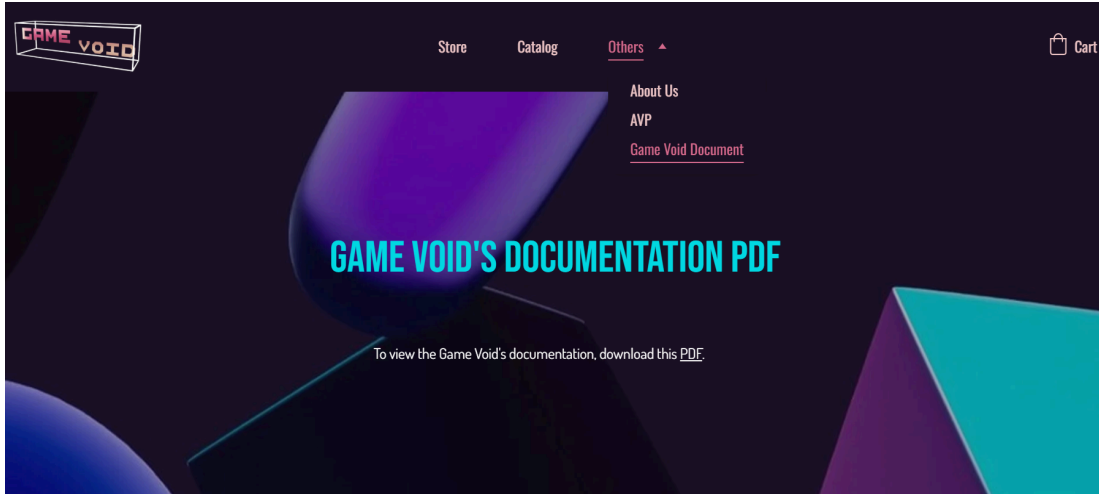


Figure 14. Game Void Document (Desktop)

Figure 14 and 15 shows the site redirecting to the “Game Void Document” page. It is where we can download the team, Noir Axis+++, a pdf document containing more information on Game Void’s website.

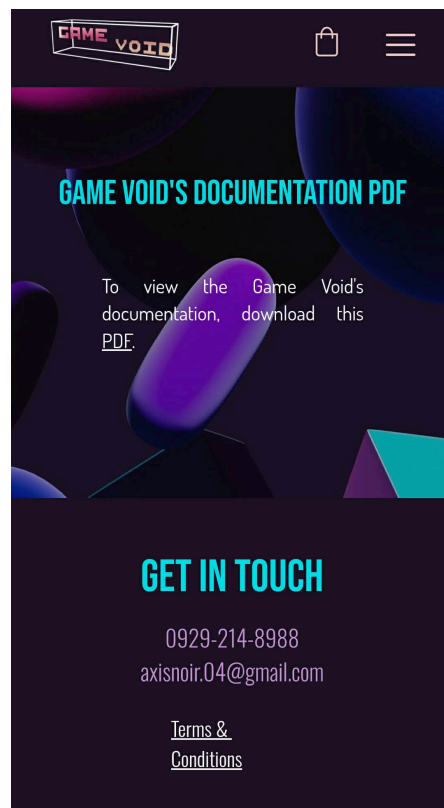


Figure 15. Game Void Document (Mobile)



Figure 16. Product Details Page (Desktop)

Figure 16 and 17 shows the product details page across platforms, where the details of a selected game from the product catalog show, alongside the option of adding the game to the user's cart. It will show information such as product description, game model, and pricing based on market value on today's value.



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A screenshot of a mobile product details page for the game "Tomb Raider I-III Remastered". The page is displayed on a mobile browser. At the top, there is a navigation bar with a home icon, back, forward, and refresh icons, and a URL "gamevoid.ecommerceproj.online/tc". Below the navigation bar is a "GAME VOID" logo. The main content area features a large image of the game cover for "Tomb Raider I-III Remastered" on a PS4. The cover art shows three versions of Lara Croft in different outfits, holding guns. The title "TOMB RAIDER I·II·III REMASTERED" is prominently displayed in a stylized font. Below the title, there is a PEGI 16 rating icon and the logos for Crystal Dynamics and Aspyr. Underneath the image, the product name "Tomb Raider I-III Remastered" is shown, followed by the price "P1595.00". A quantity selector shows "1" with minus and plus buttons. Below that is an "Add to Cart" button. At the bottom of the page, there is a small line of text: "Tomb Raider I-III Remastered[b] is a 2024 collection of action-adventure games developed and published by".

Figure 17. Product Details Page (Mobile)

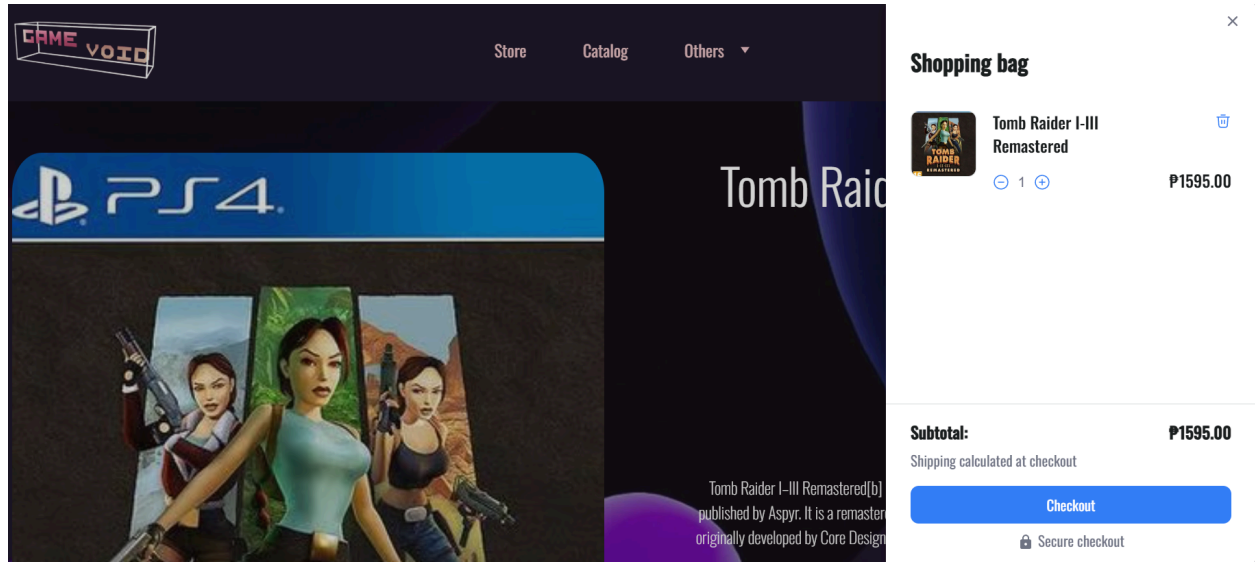


Figure 18. Shopping Cart (Desktop)

Figure 18 and 19 shows the checkout section of the shopping cart where added games are stored. It is accessible from the navigation bar and when a product is added to it. The game's quantity can be increased and decreased by the customer and can also be removed from the cart if wished to do so. The subtotal of all games can be seen at the bottom of this section.



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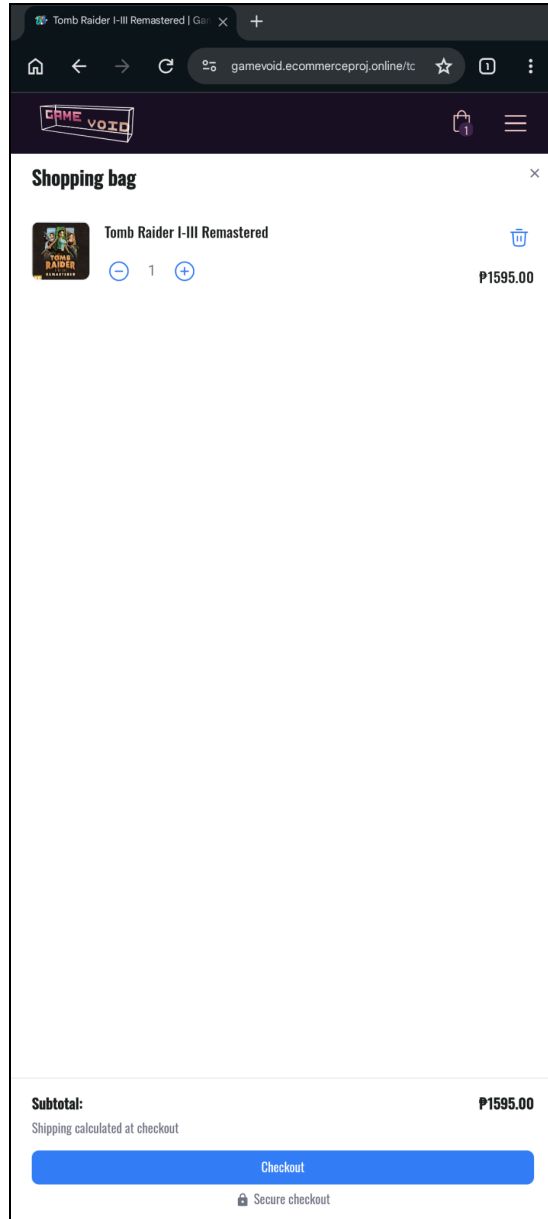
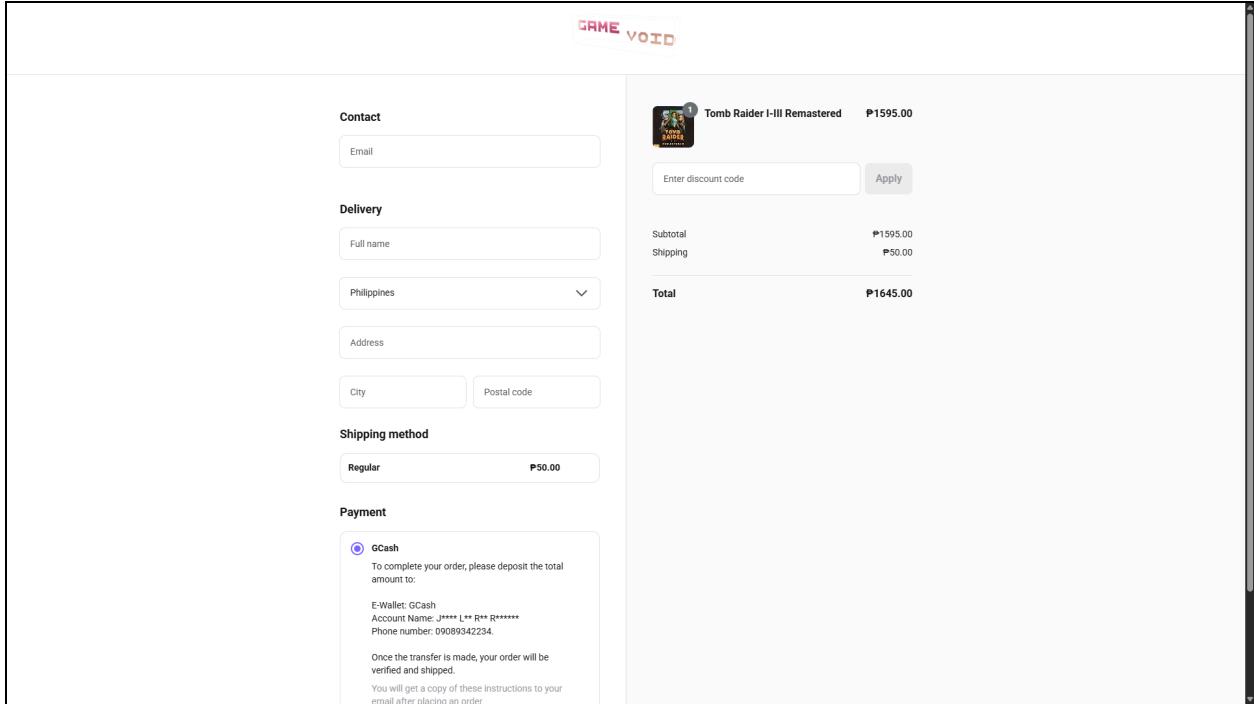


Figure 19. Shopping Cart (Mobile)



GAME VOID

Contact

Email

Delivery

Full name

Philippines

Address

City Postal code

Shipping method

Regular P50.00

Payment

Gcash

To complete your order, please deposit the total amount to:

E-Wallet: GCash
Account Name: J**** L** R*****
Phone number: 09089342234.

Once the transfer is made, your order will be verified and shipped.
You will get a copy of these instructions to your email after placement of order.

Tomb Raider I-III Remastered P1595.00

Enter discount code Apply

Subtotal	P1595.00
Shipping	P50.00
Total	P1645.00

Figure 20. Checkout Page (Desktop)

Figure 20 and 21 shows the checkout page, where the user selects the payment method for their order, either Gcash or cash on delivery. This page also contains a delivery section where the full name, country, address, and postal code must be filled out by the customer. Another section of the checkout page is the shipping section that only has a regular shipping option. The total price of the order and the games included in the order can be seen at the right side of the page.



Checkout


gamevoid.ecommerceproj.online/ct

GAME VOID

Order summary ▼ **₱1645.00**

[← Return to store](#)

Order summary Hide ^

 **Tomb Raider I-III Remastered** **₱1595.00**

Subtotal	₱1595.00
Shipping	₱50.00
Total	₱1645.00

Contact

Delivery

▼

Shipping method

₱50.00

Payment

Figure 21. Checkout Page (Mobile)



GAME VOID

Contact

Delivery

Shipping method

Regular P50.00

Payment

GCash

To complete your order, please deposit the total amount to:

E-Wallet: GCash
Account Name: J**** L** R*****
Phone number: 09089342234.

Once the transfer is made, your order will be verified and shipped.
You will get a copy of these instructions to your email after placing an order

Tomb Raider I-III Remastered P1595.00

Subtotal	P1595.00
Shipping	P50.00
Total	P1645.00

Figure 22. Security and User Access, User Information

Figure 22 shows information that needs to be inputted by the user in the checkout section of the store. Orders status is only updated by the admin manually on its specific section.

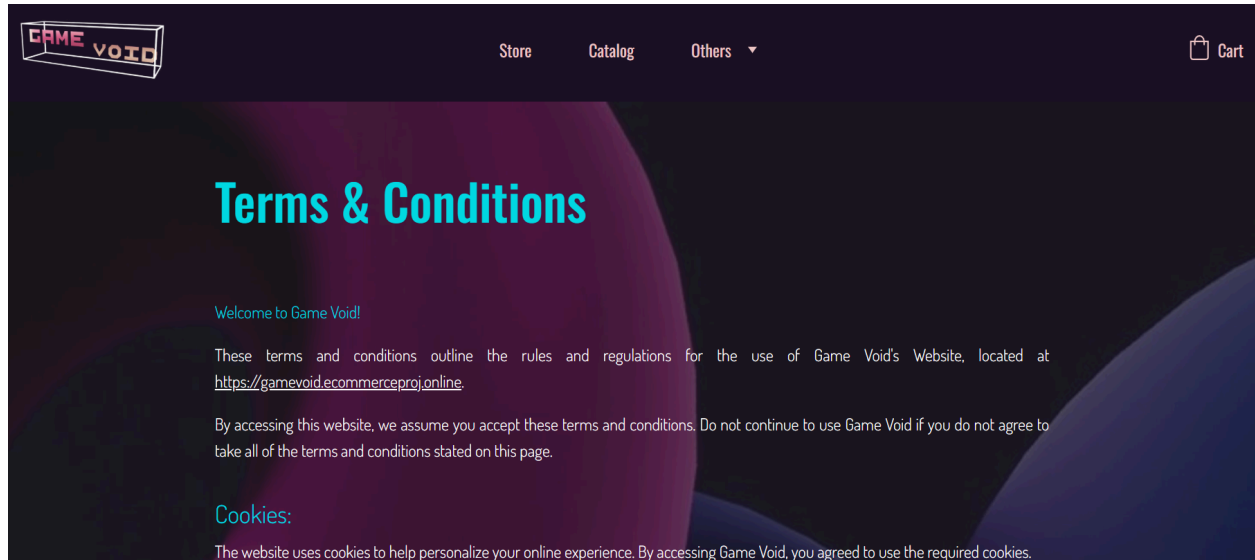


Figure 23. Security and User Access, Terms and Condition

Figure 18 shows the terms and conditions that can be accessed in the footer of the website. It shows information about terms and conditions for the users of the website.

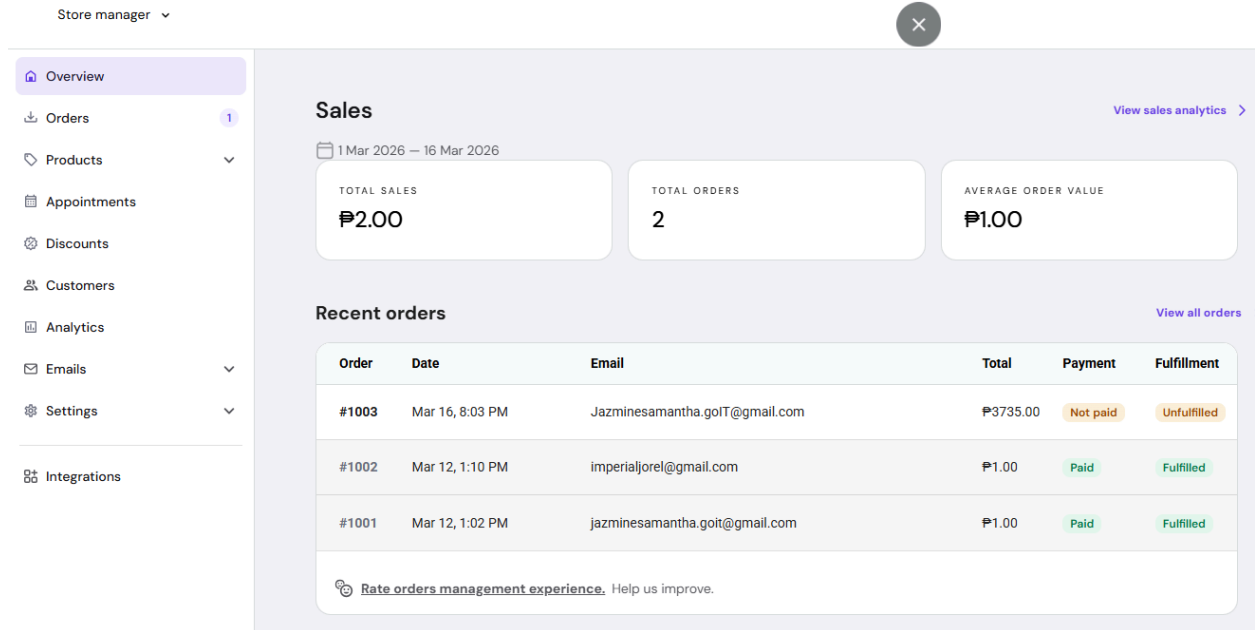


Figure 24. Store Manager Overview Section

Figure 24 shows the store management, where it can be managed in Hostinger where the website is hosted. Recent sales, total sales, the average order value, and the recent orders can be seen here by the admin.

Store manager ▾

- Overview
- Orders 1**
- Products ▾
- Appointments
- Discounts
- Customers
- Analytics
- Emails ▾
- Settings ▾

- Integrations

Order alerts on WhatsApp Coming soon

Get instant WhatsApp notifications when you make a sale in your online store.

[Notify me](#)

Orders

Export to CSV

Search for order

Fulfillment

Select fulfillment status ▾

Payment

Select payment status ▾

Product

Select filter ▾

All Unfulfilled Unpaid Action needed Archived

	Order	Date	Email	Total	Payment	Fulfillment
<input type="checkbox"/>	#1003	Mar 16, 8:03 PM	Jazminesamantha.goIT@gmail.com	₱3735.00	Not paid	Unfulfilled
<input type="checkbox"/>	#1002	Mar 12, 1:10 PM	imperialjorel@gmail.com	₱1.00	Paid	Fulfilled
<input type="checkbox"/>	#1001	Mar 12, 1:02 PM	jazminesamantha.goit@gmail.com	₱1.00	Paid	Fulfilled

[Rate orders management experience.](#) Help us improve.

Figure 25. Store Manager Order Section

Figure 25 and 26 shows the order management that can be managed in the order section of the store manager. The invoices are managed in this section as well. The orders can be searched in this section, as well filtering them by fulfillment status, patent status, and product type. The order/s can be marked as paid, fulfilled, cancel the order or archive it in this section.

Store manager ▾

- Overview
- Orders** 1
- Products ▾
- Appointments
- Discounts
- Customers
- Analytics
- Emails ▾
- Settings ▾

- Integrations

Order alerts on WhatsApp Coming soon

Get instant WhatsApp notifications when you make a sale in your online store.

[Notify me](#)

Orders

[Export to CSV](#)

1 selected [Deselect all](#) [Mark as paid](#) [Mark as fulfilled](#) [Cancel orders](#) [Archive orders](#)

All [Unfulfilled](#) [Unpaid](#) [Action needed](#) [Archived](#)

	Order	Date	Email	Total	Payment	Fulfillment
<input checked="" type="checkbox"/>	#1003	Mar 16, 8:03 PM	Jazminesamantha.goIT@gmail.com	₱3735.00	Not paid	Unfulfilled
<input type="checkbox"/>	#1002	Mar 12, 1:10 PM	imperialjorel@gmail.com	₱1.00	Paid	Fulfilled
<input type="checkbox"/>	#1001	Mar 12, 1:02 PM	jazminesamantha.goit@gmail.com	₱1.00	Paid	Fulfilled

[Rate orders management experience.](#) Help us improve.

Figure 26. Store Manager Order Section with Selected Order


Store manager ▾

- Overview
- Orders 1
- Products** ▾
 - Product list
 - Categories
 - Product reviews
- Appointments
- Discounts
- Customers
- Analytics
- Emails ▾
- Settings ▾
- Integrations
- Feedback
- Help and resources

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Products (21 products) [Import products](#) [Add product](#)

Category: Select category ▾ Product: Select filter ▾ Sort by: Created: Newest first ▾ 🔍 Search for product







	Product	Price	Variants	Inventory	SKU	Status
<input type="checkbox"/>	 Test Product	₱1.00	–	In stock	–	inactive ⋮
<input type="checkbox"/>	 Diablo III	₱1290.00	–	In stock	–	Active ⋮
<input type="checkbox"/>	 Tomb Raider I-III Remastered	₱1595.00	–	In stock	–	Active ⋮
<input type="checkbox"/>	 Borderlands: The Handsome Collection	₱895.00	–	In stock	–	Active ⋮
<input type="checkbox"/>	 Monster Hunter: World	₱950.00	–	In stock	–	Active ⋮
<input type="checkbox"/>	 Fallout 4	₱795.00	–	In stock	–	Active ⋮

Figure 27. Store Manager Product Section, Product List

Same with the order management, the product management can be managed in the Hostinger as well, as shown in Figure 27 and 28. The subsections the Gamevoid uses are product list and categories section. The product list is where the admin can import, add and delete the game products. The product could also be managed with the help of search, filter by category, product type, and also sortings like date, name, updated, and price. The categories are where the categories of the games can be managed by the admin. They could edit, add and see how many games have those categories.



Store manager ▾

- Overview
- Orders 1
- Products** ▾
 - Product list
 - Categories**
 - Product reviews
- Appointments
- Discounts
- Customers
- Analytics
- Emails ▾
- Settings ▾
- Integrations

- Feedback
- Help and resources

Categories + Add category

To show products by category on your website, add eCommerce section in the editor and adjust its settings. [Learn more.](#)

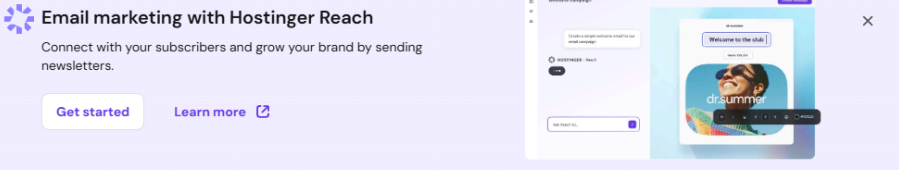
All products ... 21 products	Action-Adventure ... 9 products	Action-Role-Playing ... 6 products
Dungeon Crawler ... 1 products	Exergame ... 1 products	Fighting ... 1 products
First-Person Shooter ... 1 products	Hack and Slash ... 1 products	Indie ... 3 products
Life Simulation ... 1 products	Metroidvania ... 1 products	Multiplayer ... 1 products
Nintendo Switch ... 10 products	Party Game ... 1 products	Platformer ... 2 products
PS4 ... 6 products	Roguelike ... 1 products	Role-Playing ... 4 products

Figure 28. Store Manager Product Section, Categories

Store manager ▾

- Overview
- Orders 1
- Products ▾
- Appointments
- Discounts
- Customers**
- Analytics
- Emails ▾
- Settings ▾

- Integrations



Email marketing with Hostinger Reach
Connect with your subscribers and grow your brand by sending newsletters.
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Customers

A list of all customers who have made purchases from your store. [Export to CSV](#)

i Start growing your email list by collecting marketing consent at checkout. [Go to checkout settings](#)

Marketing consent: All ▾

Email ↓	Orders ↓	Total spent	Marketing consent	Subscriber since ↓	
imperialjorel@gmail.com	1	₱1.00	⊗	-	⋮
jazminesamantha.goit@gmail.com	1	₱1.00	⊗	-	⋮
Jazminesamantha.goIT@gmail.com	1	-	⊗	-	⋮

Page size: 10 ▾ 1 to 3 of 3 < Page 1 of 1 >

Figure 29. Store Manager Customers Section

The Gamevoid website uses Hostinger’s customer management in the customer subsection of its store manager section as shown in Figure 29. This section is where the admin can see the users that order from the site. The list can be sorted by email, number of orders and total spent.

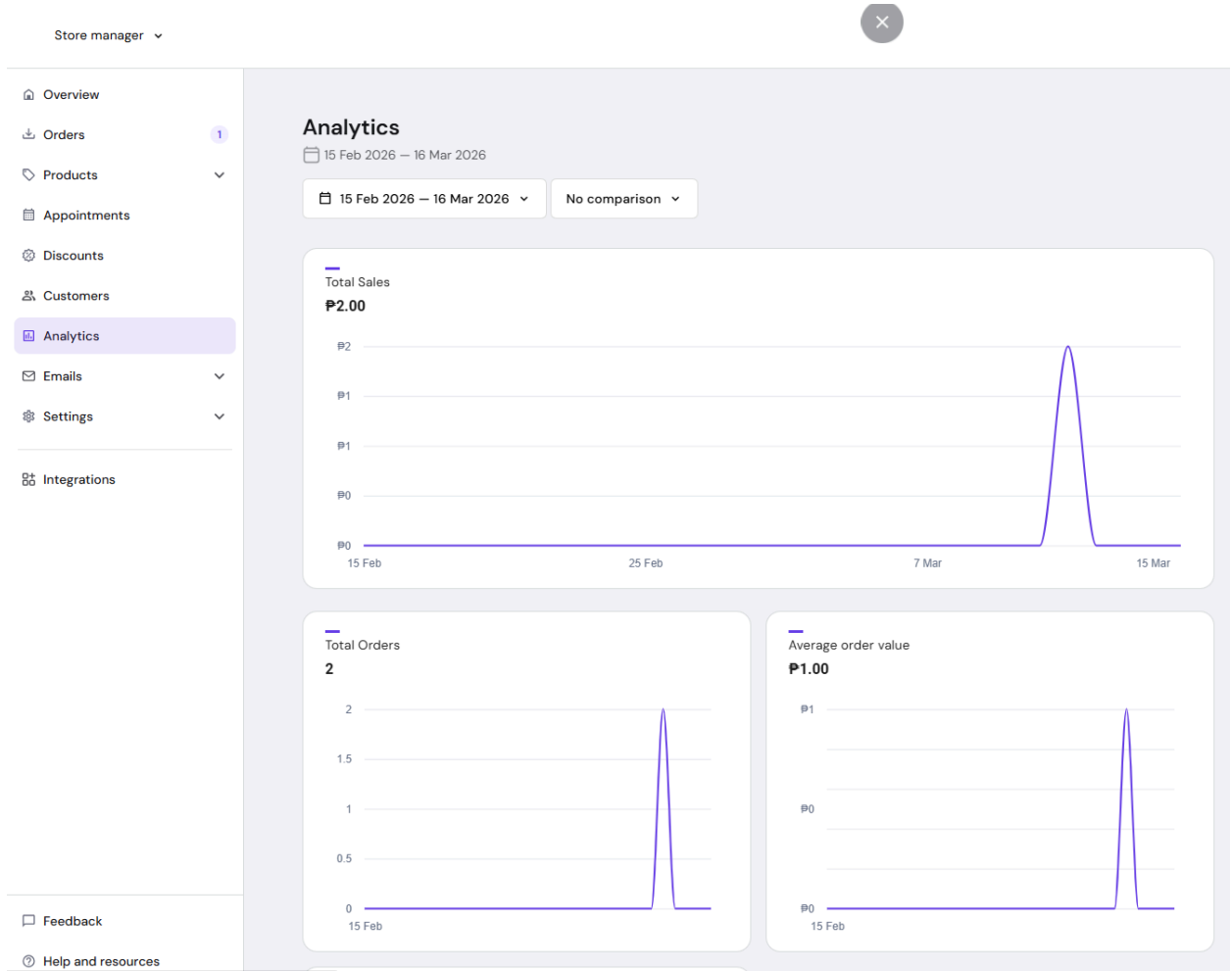


Figure 30. Store Manager Analytics Section

Figure 30 and 31 shows the analytics section under the same store manager of the website, where the admin can see the graphs of market related data like total sales, total orders, and average order value within a set date range. The top ten total sales of the games can be seen here as well.

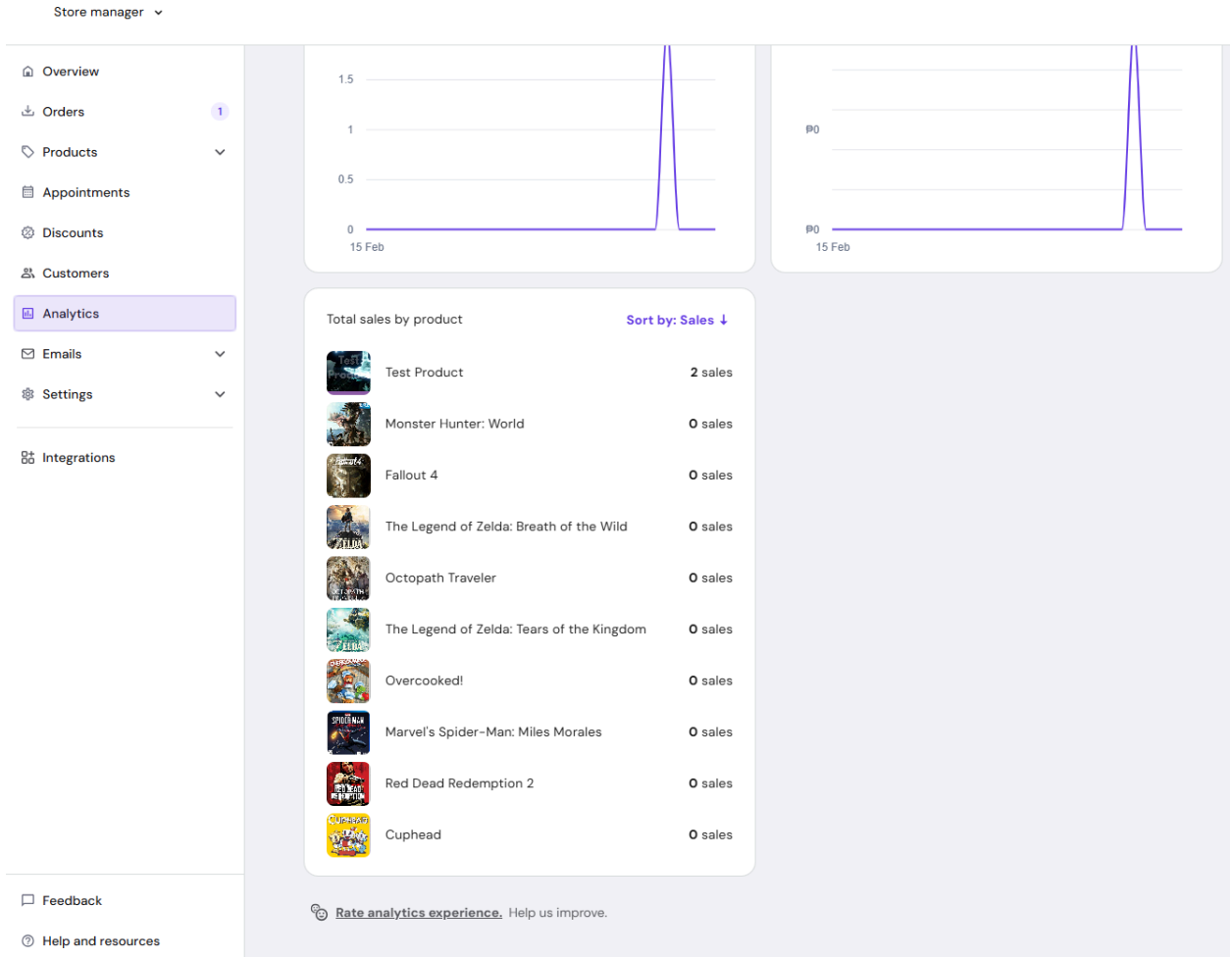


Figure 31. Store Manager Analytics Section