

Content Requirements:

Only in Oklahoma is site that provides its audience with video, audio or written stories about unique experiences available only Oklahoma. To accomplish this they will post one video per week. We have a featured section on the main page for the latest videos. We also have a dedicated page for past videos and blog articles. Communication is very important with our audience. We have set up a page to subscribe to a newsletter and also a contact page for direct feedback. We have not finalized the logo at this point. We have a mono-chromatic theme with blue as the accent color since the state flag is blue.

Functionality Requirements:

The site will be able to search topics of videos and articles. Show the latest videos on the home page. Subscribe a user to the newsletter. Send a message from a user to contact the owner. Finally, it will tell users about who we are and what we do. We also want the user to be able to watch the video from our site and not be directed to another site. This will keep them engaged with our site and not another.

Review Your Competitors’ Sites/Apps:

Our main competitor we will try to focus on is travelOK.com. The homepage is probably the best part of this site with the pagination of short video scenes. They also break up the different topics and categories so users can go straight to that content. We will try to give the user more video content creating a short show with all the details included. This short video could also have a radio type show that they can listen to with further details and/or a written article.

Estimate of Costs:

The costs of the domain to hosts this site is \$15 a year. There is the possibility of future potential costs. As the site grows and more content is added it could exceed the allotment of storage space the site could hold.

