

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

Your Website Idea: Campus haulers

Service or product that will be sold: Our muscles and moving abilities!

Proposed topics (at least three but you can list more) that your website will cover

1. Who we are

2. What we do

3. How we do it

Current URL (or desired URL): iDudeHaulers.com

2) Who?

Who is your customer/target audience? Describe your target audience (age range, education level...)

**Students
College
18-25**

3) Value

Why do your customers need you? What is your most important benefit (to the customer not you)?

Because most people do not own cars, we are also affordable.

What do you offer that is different from your competition?

SUPER Friendly, will tell you jokes. Affordable rates.

How do(will) customers use your site? What are their goals?

They are looking for people that will help them haul their stuff. Our number will be what they want, or an email.

4) Perception

What do you want to project about your company, your department, your project?

That we will help you haul stuff out of your place into either one of our cars or your car.

List adjectives describing how you want visitors to perceive your website.

Relieved, pleased, comforted, assured.

List URLs of sites you like. What do you like about these sites?

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?

None, but I will make the content

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?

Start from scratch

6) Technology

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.

Not sure

Any required database functionality (dynamic content generation, personalization, login...)?

nope

Need for secured transactions? (like online shopping)

Nope.

Any additional programming requirements? (like search functionality)

nope

7) Marketing

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?

Do you have a marketing strategy in mind to promote this project? If yes, describe it.

Flyers, word of mouth.

8) Updating

How do you plan to keep the content on the site current and updated?

How often should content change on your site?

Who is responsible for updating and providing content?

What software will they use to keep the site updated?