

## Site Plan – Web Design

### 1) General Information – just the basics

Your Hosting Service: Bluehost

Your Website Idea: A Business that will allow the user to preserve photos, videos, and memories of your loved one in a variety of ways.

Service or product that will be sold: Software that compiles various content from the user into Books, or DVD's of Personal History

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

**1. What we offer**

**2. How to get started**

**3. Family History Importance**

Current URL (or desired URL):www.forgetmenot22

### 2) Who?

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

*Target Audience: Mostly Women*

*Age Range: 16-70*

*Education Level: Any*

*People who desire to hold onto the legacy that their loved ones leave behind*

### 3) Value

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

*We make it easier and cheaper for them to put together their product using our program.*

What do you offer that is different from your competition?

*The amount of options they have to choose from and they can either choose to be very involved in the creation process or else we will do it all for them.*

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

*They will use it as a means to create and purchase the book or DvD which contains a history of their loved one.*

*They will set up an account with us.*

*They will be uploading and collecting photos, documents and even videos to*

*their personal account they have created. From there we compile everything into their desired product, they review product and make any desired changes before it is finished. They will then purchase their product and we ship them their product.*

#### 4) Perception

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

We want to *help them* create something that will be meaningful to them for years to come.

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

Very User friendly  
Aesthetically appealing  
Fast  
Nostalgic  
Quality  
Well-designed  
Warm  
Relatable

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

1. <http://www.destinationsinn.com/> The way the page is designed gives you the feeling that you are somewhere luxurious. It is very classy and matches the hotel room photos very well.
2. <https://preserveamission.com/> I like this site because it is very simple and clean-cut. It is easy to find information about the product and the jargon used to advertise is very convincing.
3. <http://www.heritagemakers.com/> I liked this website because it advertised the same type of business that I am planning on. It was very visually appealing and spoke to the target audience.

#### 5) Content

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

*I will create the new content and write it myself with input from others.*

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

*Yes, I really like the background image for the main page of findmypast.com, I want to do something like that. I liked the simple navigation I found on heritagemakers.*

#### 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 that I have a knowledge of.*

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

*There will be a personalized login for the user. Their account will store their photos and documents.*

Need for secured transactions? (like online shopping)  
Yes.

Any additional programming requirements? (like search functionality)  
No.

## 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?

*Referral links on Facebook or Instagram. As well as advertisements on Pinterest. Advertise at funeral homes or hospitals. Local Newspaper and mail coupons out to residents.*

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

*Somehow find a way to target audiences that visit similar websites on a regular basis and start there.*

## 8) Updating

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

*I will manage the website carefully and make frequent updates as needed.*

How often should content change on your site?

*Every 5-7 days*

Who is responsible for updating and providing content?

*Whoever created the website or whomever they delegated to.*

What software will they use to keep the site updated?

*A CMS software.*