

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

Github (discussed application from my intro to web design class)

Your Website Idea: Personal sewing business

Service or product that will be sold: Personalized mending and alterations (for clothes and accessories)

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

1. Past projects
2. kinds of services available
3. Contact information or references

Current URL (or desired URL):

<https://productzziejo.github.io/>

2) Who?

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

My audience is someone looking for alterations of their clothing, or mending of it. People who can't sew themselves, mostly college through middle parenting age. More sentimental and looking to keep old things, rather than buy new ones.

Primary audience would be BYUI students.

3) Value

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

I can fix, alter and beautify something that they may have lost hope for. I can fix something for them so they don't have to buy another one, or worry about that item.

What do you offer that is different from your competition?

I have the knowhow and will take care of the product for the students without any knowhow on their part. I can work personally to help them know what they want, or get what they want even if they don't know much about sewing.

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

To find information about myself, my skills and my services to hopefully be able to contact me for an appointment.

4) Perception

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

How willing I am to communicate and work with the customer, in the service as well as price. Very much a normal, every-day kind of service. Someone that a college student would be comfortable working with.

List adjectives describing how you want visitors to perceive your website. Informative, easy, inspiring, cute, helpful, useful.

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

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

This one has good descriptions of herself and branding. Clear layout.

<http://www.personalizedalterations.com/testimonials.html>

Though it needs serious updating, I like how organized this site is. All the different tabs are clear and helpful.

5) Content

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

I have a little of my own content, but I will be writing most of it.

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

I will be selecting all of these.

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.

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

Need for secured transactions? (like online shopping)

Maybe. I could use this if a customer would prefer paying online and mailing item for service.

Any additional programming requirements? (like search functionality)

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?

Sharing on social media and through customer contacts.

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

No. Mostly smaller sized business without much marketing.

8) Updating

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

By updating it myself when necessary.

How often should content change on your site?

Not often except if new examples or services would benefit the information.

Who is responsible for updating and providing content?

I would be. Personal business.

What software will they use to keep the site updated?