Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

Github
(discussed application from my intro to web design class that allows for student projects to be hosted on the web through a subdomain)

Your Website Idea: website for a skydiving company

Service or product that will be sold: Skydiving with Fruit (Fruit Falling)

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

1. **Planning skydive trips**

2. **Prices**

3. **Safety**

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…)

College student age, seeking a thrill.

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

We can provide an experience like no other! They will get a once in a lifetime thrill

What do you offer that is different from your competition?

We satisfy your need for a thrill, perspective in life and delicious nutrition. No other company will give you a similar skydiving experience with fruit.

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

They will use the sight to research about skydiving with fruit, gather information and gain interest, and purchase packages and schedule an appointment.

4) Perception

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

How thrilling the experience is! Show what we have to offer with fruit falling and all of the cool ways you can skydive with us! Tell about how worth the money it is to do this.

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

Awesome, inspiring, thrilling, funny, interesting.

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

My favorite!
dzoneskydiving.com
This one has great slogans and descriptions. Awesome graphics and menu.

vegasextemeskydiving.com
I like the available menu and pages of this website. the organization is helpful to look at. It also has good visuals.

skydivehawaii.com
I like the available menu and pages of this website. It has a big reservation bottom that is helpful. It also has good pictures and style.

5) Content

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

I will be writing most all the content.

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.
None.

Any required database functionality (dynamic content generation, personalization, login…)?
none.

Need for secured transactions? (like online shopping)

Maybe, if I want an option for purchasing packages online, while scheduling

Any additional programming requirements? (like search functionality)

Ability for customers to comment and review.

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, advertising, customer reviews.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.
none.

8) Updating

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

Updated within company whenever need is seen.

How often should content change on your site?
Semi-often if new deals or offers come up, as well as reviews from customers.

Who is responsible for updating and providing content?
employee of the company with web skills.

What software will they use to keep the site updated?

Brackets