Objectives and Intended Audience

of the Easy Move website

## What is the type of the Web site?

It is a business website.

## What is the purpose of the site?

The purpose of this website is to present company Easy Move in the Internet, create an image of company, provide some additional information and options.

## What are the objectives of the site?

The website objectives are:

* provide some important (insurance, license etc) and general information about the company to clients;
* provide a preorder and free estimation services; callback option;
* to increase the number of customers and signed contracts.

## What do you want the Web site to accomplish? What results do you want to see?

We would like to see the website as important part of the business. Any information should be easy accessible, options clear and user friendly. We want to make the website friendly for mobile devices, it must have responsive design.

## What information do you need?

We need to collect photos, videos and information about the company. In addition, we need to learn the experience other moving websites provide to their clients.

## What opportunity, problem, or issue is your site addressing?

### Opportunity:

website can attract new customers, encourage the choice of doubting customers, facilitate communications between company and clients, save time

### Problems:

- to get maximum information from the prospects about their next move with the online preorder form without throwing them out by some complicated requirements, required fields and validations.

- to bind website database and existing desktop order management system database

- website must be in two languages – french and english

## Who is the intended audience? Will the audience consist of potential customers, current customers, or employees of a particular company or industry?

The potential audience consists of people and other companies, which are planing moving/transportation now or in the near future, or are taking part in choosing of moving company for their parents, children, customers etc.

## List the working title of each page on your Web site.

* Home
* Moving
* Storage service
* Contacts
* About us

## List where you will obtain the content (facts, text, graphics, sounds, and video) for the Web pages you listed above.

We use the existing company information, create some descriptions, copy and paste some common information from other moving websites.