

# Site Plan – Web Design

## 1) General Information – just the basics

Your Hosting Service:

**GitHub**

Your Website Idea:

**Health website**

Service or product that will be sold:

**Dietary Supplements**

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

**1. Healthy Eating-Balancing calories with nutritional needs**

**2. Exercising-Right amount for body**

**3. Sleep-Repairing and recovering**

**4. Hydration-What is the right amount for your body**

Current URL (or desired URL):

**Rory103.github.io**

## 2) Who?

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

**Any person desiring to improve health.**

## 3) Value

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

**My website offers educational information and products that can make one's body feel better.**

What do you offer that is different from your competition?

**A wholesome approach to wellbeing.**

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

**Customer's will browse through the different topics to find information about health and wellness as well as purchase dietary supplements that may aid them reach a healthier life. My customers' goals include getting healthy, feeling better, and learning about their bodies.**

## 4) Perception

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

**I want to project that we are a company who cares about our customer's wellbeing and wallet.**

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

- **Helpful**
- **Educational**
- **Effective**
- **User friendly**
- **Well put together**
- **Professional**
- **Thoughtful**
- **Customer oriented**

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

**Can't think of any now... Will observe and report any I find.**

## 5) Content

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

**I do not. I will write new content.**

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

**Not that I am aware of. Will see as I go.**

## 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.

**HTML, JavaScript, CSS**

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

Need for secured transactions? (like online shopping)

**Absolutely! Need to be able for customer's to purchase the dietary supplements safely and securely**

Any additional programming requirements? (like search functionality)

**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?

**Easy to find with search engines.**

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

**Google ads; Facebook ads**

## **8) Updating**

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

**Employ a team of specialists to do so.**

How often should content change on your site?

**Whenever new studies are published.**

Who is responsible for updating and providing content?

**Bloggers-specific articles on different health topics like myfitnesspal.com**

What software will they use to keep the site updated?