Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: Provided in class.

Your Website Idea: My website idea is to host a website that sells stylish neck ties at a cheaper price than from competitors.

Service or product that will be sold: Modern and stylish neckties.

Proposed topics (at least three but you can list more) that your website will cover
1. **It will cover different styles of ties.**

2. **It will layout all the prices and pictures.**

3. **It will discuss how to company/website was founded.**

Current URL (or desired URL): https://www.anderties.com

2) Who?
Who is your customer/target audience? Describe your target audience (age range, education level…) My audience will be mostly men in their teens, 20's, and 30's who appreciate stylish ties that are in tune with today's fashion trends.

3) Value
Why do your customers need you? What is your most important benefit (to the customer not you)? The customers need me because I will be able to provide them with the style of ties they like but I will price them at a more reasonable price.

What do you offer that is different from your competition?
Aside from the good prices, what I offer is a simple company that provides the nice looks that everyone wants.

How do(will) customers use your site? What are their goals? Customers will browse the different ties that are available and can then buy them from the shopping cart.

4) Perception
What do you want to project about your company, your department, your project? I want to create the idea that this company, is what everyone has been waiting for. A stylish and modern company that can provide you with

that next level look with affordable prices.

List adjectives describing how you want visitors to perceive your website. I want them to see it and think that it is very organized, simple, and modern.

List URLs of sites you like. What do you like about these sites? I like URLs of sites that have their company name and something simple. I think simplicity will be key in all of this.

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 the new content since I don't have previous content to use.

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)? I don't really have any existing content I want to use but I will be creating a logo and also gathering new content.

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. I don't think I will be using anything to complex since the whole idea is to make this site very simple and user friendly.

Any required database functionality (dynamic content generation, personalization, login…)? There will be a need for account registration so that users can have their own accounts.

Need for secured transactions? (like online shopping) Yes, there will be a need for secured transactions.

Any additional programming requirements? (like search functionality) No, there should not be a need at the moment for additional programming requirements.

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? The biggest way I will be marketing and distributing information about my site is through social media.

Do you have a marketing strategy in mind to promote this project? If yes, describe it. Social media like Facebook and Instagram hosts the exact type of customers that I am looking to target so I will get their attention through the means of those social media web sites.

8) Updating

How do you plan to keep the content on the site current and updated? I will constantly monitor and do maintenance on the web site.

How often should content change on your site? I really don't want content to change much on my site. People like a familiar layout so I don't plan on changing it up too often.

Who is responsible for updating and providing content? For the meantime, I will be in charge of updating and providing content.

What software will they use to keep the site updated? I am not sure of the different softwares available to keep sites updated so that will be announced at a later date.