

## Site Plan – Web Design

### 1) General Information – just the basics

Your Hosting Service: github

Your Website Idea: fine art website (hand lettering?)

Service or product that will be sold: downloadable prints will be sold

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

1. **The importance of words and art within our lives.**
2. **Possibly some hand lettering videos/tutorials.**
3. **Selling downloadable prints.**

Current URL (or desired URL):

### 2) Who?

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

My target audience are women ages (15-50), with a special emphasis on younger age women (high school to college level), people who love to read and view art, and those with some creative spirit.

### 3) Value

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

I will provide them with uplifting messages within beautiful art. I will provide them beautiful prints for binders, dorm rooms, mirrors, and more.

What do you offer that is different from your competition?

What is different about me is how I allow them to print out their download themselves. This gives them some freedom and a role in the design process.

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

They will use my site for inspiration, but also for cute prints they can add to their houses, dorms, rooms, or lockers. Their goals are to be uplifted by viewing inspired words and to admire the beauty of creativity.

### 4) Perception

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

project?

I want to project it's purpose. And that is to uplift and inspire.

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

Elegant, creative, fun, simple, easy to use, visually appealing, inspiring, etc.

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

<https://www.celestecclark.com/>

<https://courtneycasper.com/>

## 5) Content

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

I will create new content. It will consist of an about page (about me and the business), a purpose page describing my purpose for the business, a shop page where they can purchase the products, and a possible blog/tutorial page.

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

It is all 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.  
Downloading program? Not sure.

Any required database functionality (dynamic content generation, personalization, login...)?  
No.

Need for secured transactions? (like online shopping)  
Yes.

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?

Search engine terms?

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

By creating a social media platform to promote, market, and advertise the company.

## **8) Updating**

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

How often should content change on your site?  
Every month or 3 weeks

Who is responsible for updating and providing content?  
me

What software will they use to keep the site updated?