

## Site Plan – Web Design

### 1) General Information – just the basics

Your Hosting Service: Blue host and GoDaddy (I have hosting with GoDaddy and domain with Godaddy but I may change and do everything with Bluehost)

Your Website Idea: My father is an artist and I am planning to develop a website for him for his business. I will be displaying most of his art works on the website and also the rates he works, and what kind of work he does.

Service or product that will be sold: It will be services and some kind of product selling website. Art works will be sold and also services as he works for private parties.

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

1. Type of services (art, paintings, and advertisements)
2. Rates (he usually works with different rates for different types of the art, so I will be describing all the rates as per the type of the work)
3. Work done and testimonials (I will be displaying all the works that he had done in the past and testimonials from the people who have worked with my dad and seen his work)

Current URL (or desired URL): [www.yoogalarts.com](http://www.yoogalarts.com)

### 2) Who?

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

My father mostly works with private vendors mostly schools. He designs primary rooms and play group children's classroom, so the target audience for this site are schools and pre-school.

### 3) Value

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

Most important benefit that we have is, kids children are always there and school needs good arts and crafts to make the kids happy and if they like the arts my father does, they most kids enroll in schools, and they hire my father.

What do you offer that is different from your competition?

My father is one of the best artist and he has 40 years' experience and he is good at what he does. He knows that kids what's and how the art can change things from a small age. His arts does not need words and he can teach small age children with his arts and they love it.

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

Our site is a platform where those school owners can see what my father has done in the past and convince them to buy our products or services for their school for better learning environment.

#### 4) Perception

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

Arts and how they help children learn more than books texts.

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

I want to have a website that can help them see as best work my dad has done in the past and open their mind to see how this can help their schools and the kids that they go there.

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

<http://www.nirvanaindianart.com/>  
<http://www.eartsnepal.com/>  
<https://limited.saatchiart.com/prints>

#### 5) Content

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

It is really hard to get the content and the example for this work, so I will be writing and my wife will be helping me out to get the content done.

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

I don't really want to use anything from existing resources expect some idea of the layout of the site. We already have a logo for the company.

#### 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 want to make everything as simple as possible so the users will not have to face as much issues. HTML design and I am not really sure all about how I want to support the back end yet.

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

I am not going to have the customer login or registration. It is purely informative website. I may add the payment functionality later.

Need for secured transactions? (like online shopping)

I may add the PayPal API to support my online transaction.

Any additional programming requirements? (like search functionality)

No.

## **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?

Network, I will also have Facebook page where the work will be displays and link to the website. Referrals will be the most effective in this work. And I'll do some more digital advertising.

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

Yes. SEO and later on may be PPC. But initially I will purely go with free resources like FB, LinkedIn and other social media ad work.

## **8) Updating**

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

I will be updating and changing the content every now and then as per the requirement. My father can update that as I'll be training on how to do that.

How often should content change on your site?

I would say once in a 6 months would work as we don't have lots of changes required.

Who is responsible for updating and providing content?

I am responsible

What software will they use to keep the site updated?

Not sure yet but we will use something to protect as a security and back up.