Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

Your Website Idea:
This website is to for a company called VIP Transports and the web site is to make them more known to people especially tourist and it is also to allow them purchase their tickets online before they gets to the station.

Service or product that will be sold:
It is going to sell bus tickets and also other souvenirs that attracts tourists.

Proposed topics (at least three but you can list more) that your website will cover
1. **Areas the busses travel to and prices**

2. **Tourist site and souvenirs**

3. **Areas and their history.**

Current URL (or desired URL):
http://vip.com

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

The local travelers and also tourists of all ages

3) Value
Why do your customers need you? What is your most important benefit (to the customer not you)?
The need me because they need not to go crowd at the station again to buy tickets and also it is going to reduce theft and overcrowding, providing them easy access to bus tickets and also the foreigners on tour will know about the places they want to visit whiles they are on the site and the souvenirs they will want to have. Again they will have a tracking device in the bus so as to make those who send packages through the can know where it is at which point.

What do you offer that is different from your competition?

I will offer a tracking device and also

How do(will) customers use your site? What are their goals?
They can access the site on their phones and computers and also will have a forum to give they feedback about using the products.

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

I want to sell the services the transport company projects and also the other

benefits will get by travelling with us.

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

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

5) Content

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

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

I will use the company's log and colors.

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.

Any required database functionality (dynamic content generation, personalization, login…)?
Yes there will be the need of a database.

Need for secured transactions? (like online shopping)
Yes

Any additional programming requirements? (like search functionality)
Yes more of the search functionalities

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 use of social media almost all of it, google and others.

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

Yes making a YouTube video and also talking about it to current passengers and tourists as the use our services.

8) Updating

How do you plan to keep the content on the site current and updated?
I plan to always change content, pictures and also souvenirs for current and reigning ones.

How often should content change on your site?

At least every week.

Who is responsible for updating and providing content?
I can do it or train some of the people in the company to do it.

What software will they use to keep the site updated?
Any software that will be good enough as I learn more and get to find the appropriate on.