

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

Your Website Idea:

Build a website that will market special African Products such as the Kente Cloth and some African Beads.

Service or product that will be sold:

Kente Cloth

African Beads

Door to door delivery

Special Deliveries

Meet-up Deliveries

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

- 1. Kente Cloth and its Origin**
- 2. Beads its origin and what it stands for**
- 3. How different our delivery system is**
- 4. How to get these Items**

Current URL (or desired URL):

Ehterafrican.com

2) Who?

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

Everyone especially the working class and also those with so much interest in foreign stuff.

Tourists are also my major target and foreigners especially because I want everyone to own a kente cloth.

3) Value

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

Well they will need me because coming by these products is not easy as they are very precious and valuable to the owners and it an honor to own any of these therefore I make it easy for everyone to have them since I am from where it originates from.

Also it makes it easy for tourists to know what's available and make choices before the set off for their trip and make specific orders to their own taste because this site will give them detailed information about each of these items.

What do you offer that is different from your competition?

I will take deliveries to meet up with their owners where they want it.

I will have less delivery period

I will give more preferences at lesser prices

I will provide the original

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

Their goal will be to find out about the various African products and how to get them with ease.

Also to know the prices of these precious products and how to get them.

4) Perception

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

I want everyone to own a kente cloth or a particular product originally from Africa and also I want to project the good stuff in Africa which I know most people want but do not have access to and know not where to find it.

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

Reliable

Full of information

Full of Diversity

More products

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?

I will write the new content but some of the information about the products will be taken from archives

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

I will use more pictures and short videos in the web page

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 will use or have a small DBS and also link some banks to support payments.

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

Yes

Need for secured transactions? (like online shopping)

Yes

Any additional programming requirements? (like search functionality)

Yes like javascript.

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?

I will start with facebook, twitter, LinkedIn, and have it on youtube and also personally tell my class about it.

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

No

8) Updating

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

I will update this every day to keep the content fresh and also with new products

How often should content change on your site?

Every 2days

Who is responsible for updating and providing content?

Myself

What software will they use to keep the site updated?

Don't know yet.