**Unit 5 Project:**

# Step 1: Define Audience / Tone

* Who will visit your site? Potential employers? New clients or customers?

Our site will be visited both by potential and existing customers. This will range from hospital employees and sales reps, to end users/Physicians themselves.

* What can make you and/or your product stand out against your competitors?

Our customer service and the combined experience of our executive and sales staff, makes us stand out. We also recently opened a Tissue Bank which will make us one of the few manufacturers who also have a sales force and deal directly with the doctors.

* How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

Very professional, in person. Digitally, we would need to reflect that as well, since the majority of people accessing our site will be hospital employees and/or doctor’s, we must have a fresh and clean (medical) appearance, without being too cold.

* What colors represent you or your product?

Blue, Gold and white.

* What images illustrate your message?

Syringe, Spine,

# Step 2: Define Site Structure

What are the three­to­five pages titled? Homepage, About, Products, Resources, Contact Us

What will be the purpose for each?

The Homepage will serve as a landing page for the site, with general information and quick links to information that would be accessed most often. The About section would encompass corporate structure information, ie. Company History, About us, Management, etc. The Products section would outline our product offerings by either product category or brand name. The resources section would encompass all of the technical documents required in our industry, ie. Tissue licenses, FDA registration, etc. Finally, the Contact Us page would include contact forms for ordering, billing and sales questions/submissions as well as our corporate office and distribution center address and phone numbers.

What should each page contain? Will there be textual content? Or just images?

There will be both images and text on every page.

# Homepage

*Intro to Stability*

Contains:

* Title
* Navigation
* Logo
* Who we are
* What we do

# About Us

Contains:

* Title
* Navigation
* Company History
* Management Profile
* About Us

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  |  |
|  |  |
|  |
| **Products** |  |  |

*Product offerings and marketing information.*

* Title
* Navigation
* Image
* Paragraph

|  |  |  |
| --- | --- | --- |
| **Resources** |  |  |

*Tissue licenses, registration, certifications, etc.*

* Title
* Navigation
* Image
* Body Text

# Contact

*Contact information*

* Title
* Navigation
* Body text