

Site Specification – Web Design

1) General Information – just the basics

Your Hosting Service:

Bluehost

Your Website Idea:

Custom PC business

Service or product that will be sold:

Building of computers, pre-built computers, accessories.

Topics (at least three but as many as you can list) that your website will cover

- 1. Buy your own custom PC*
- 2. Advantages to a custom PC*
- 3. Case modification of current unit*
- 4. Upgrading current unit*

Current URL (or desired URL): *yerfdogcomputing.com*

2) Who?

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

Business owners, young adults to middle age who play games or require a fast computer, anyone looking to upgrade their current machine, someone who requires a specific OS.

3) Value

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

We build a better computer for less money than if you bought one in a store.

What do you offer that is different from your competition?

We also upgrade and troubleshoot old machines.

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

They will use to site to determine if they should buy a custom PC. Their goals

are to find a computer that will meet their needs at a lower cost.

4) Perception

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

We are passionate about what we do. Computers don't only have to be something we turn on and use. They can also be machines that are unique, fun, and show off the individuality of the user.

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

Fun, clean, organized, cool, helpful, easy.

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

- *Newegg.com – the selection, that they offer parts and also complete builds.*
- *Ibuypower.com – The look of the website, how the case and a monitor is shown.*
- *<http://www.maingear.com/solutions/custom-computers.php> - The website has a clean look, I LOVE how they address the fact that their systems are not just for gamers on the front page.*
- *<http://www.alienware.com/> - Very clean, functional website. I like that it isn't cluttered and the pictures on top scroll across the screen.*

5) Content

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

New content will need to be created. I will write the new content.

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

No, I will new to come up with the resources.

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 would love to you flash, it has just been a long time since I have used it. I am not sure what AJAX is.

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

None at this time.

Need for secured transactions? (like online shopping)

Yes, to purchase services and computers.

Any additional programming requirements? (like search functionality)

None at this time.

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?

By using search engines. We will also advertise on other sites and also sell out products on other sites.

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

Not at this time.

8) Updating

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

By changing prices and products.

How often should content change on your site?

On a weekly basis.

Who is responsible for updating and providing content?

I will be responsible for this.

What software will they use to keep the site updated?

I will have to do research as to which software would fit us best.