Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: github

Your Website Idea:

Service or product that will be sold:

Proposed topics (at least three but you can list more) that your website will cover
1.

2.

3.

Current URL (or desired URL):

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

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

What do you offer that is different from your competition?

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

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

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?

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

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…)?

Need for secured transactions? (like online shopping)

Any additional programming requirements? (like search functionality)

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?

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

8) Updating

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

How often should content change on your site?

Who is responsible for updating and providing content?

What software will they use to keep the site updated?