

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: GitHub

Your Website Idea: Cassie Wagstaff Photo Prints

Service or product that will be sold: Photo prints

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

1. Landscape
2. Creative
3. Products

Current URL (or desired URL): <http://www.cassiewagstaffphotoprints.com>

2) Who?

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

My customers and target audience are those that are looking for photographs to hang around their home. The youngest will likely be those who have already bought a home ranging to those who have grown old.

3) Value

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

Customers need me because I am printing photographs for them. Some may print photographs on their own, but don't know the best way to do so. I ensure that customers get great quality for a great quantity!

What do you offer that is different from your competition?

I can offer to print photos for customers that I specifically take for them -- custom made.

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

Customers will use my website to purchase their prints. Their goal is to find something they like, buy it in the size they desire, and wait for it to come in the mail.

4) Perception

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

I want to project that printing photographs and hanging them in your house is

important.

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

Creative, easy, simplistic, visually aesthetic,

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

carynesplin.com -- Sister Esplin is one of my professors and I absolutely adore her. She is an inspiration for selling photo prints. It is also required in the class that I am taking with her, that we set up websites to sell our work. It will be separate from this class, though.

5) Content

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

I have existing content.

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

I have an existing logo and navigation. I have made websites before, but never set it up with HTML.

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 have no idea.

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

I have no idea.

Need for secured transactions? (like online shopping)

I would like my customers to feel confident when entering their bank information, so likely yes.

Any additional programming requirements? (like search functionality)

Not that I know of.

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 am all about social media marketing which means I already have a Facebook and Instagram account to advertise my website.

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

Like I said, I already have social media accounts connected to my hobby, that I'd

like to transform to a business. This is how I'll market my work and promote it to the world.

8) Updating

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

To keep the content on my site current and updated, I will regularly add more photographs to print on the website. The home page's photo might also change to give variety.

How often should content change on your site?

I believe that content should periodically change at least one a month.

Who is responsible for updating and providing content?

I am responsible for updating and providing content.

What software will they use to keep the site updated?

Brackets