Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:
Github

Your Website Idea:
Proving fun outdoor activities for you and your family

Service or product that will be sold:
Guilds that will take you horseback riding, whitewater rafting, hiking, and mountain biking.

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

2. **Reservations**

3. **About Us**

Current URL (or desired URL):
ExpandedOutdoors.com

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

This will be directed to people of all ages that are interested in getting out in the outdoors. They are people that have the energy to try new and exciting things that they will always remember for a lifetime.

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

It is hard for someone that is new to try to figure out the best way to perform the activities that we are hosting. We provide guilds that will take them on the best trails, roads, and rivers to get the best first experience possible.

What do you offer that is different from your competition?

Instead of selling the equipment and let people figure it out, we provide all of it at the cheapest price possible. We will also compare to our competition to provide the lowest price possible for individuals and families.

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

I want it to be as simple and as clear as possible. I don't want people that are interested in hiking, have to sort through all of the other options to get to what they are looking for. I want to make it clear what is what, as well as color coding different activities to make it as clear as possible.

4) Perception

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

That we are very reliable and that we will guarantee satisfaction when go for our services. We care about the needs of our customers.

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

Clear, helpful, exciting, fun, adventurous, understanding, helpful, easy, clean, fresh, new, engaging. And cheap.

List URLs of sites you like. What do you like about these sites?
Facebook
It is so easy to connect with people and to check in to see how they are doing. Very user friendly.

LDS
It is really easy to navigate and always stays up to date on information that is important to the church.

Dropbox
It is really easy to use and you so not need a lot of explaining to figure it out.

Amazon
By for the best place to shop online and easy to find what you want. Very well organized and to the point.

5) Content

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

I will have to create content for this website. I will have to type out summaries of all of the services.

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

I will be using all of that. I plan on making it very uniform by including a logo, colors, and shapes that are very similar to all the elements to the 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 may use flash. I am not entirely sure how it all works, but I think it would be helpful to use.

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

I will have a sign in where people can access their account to see what deals are offered to members.

Need for secured transactions? (like online shopping)
People will be able to pay not, or pay when they get there. There will be a special bonus to those that buy it early.

Any additional programming requirements? (like search functionality)
I will have a search bar that will search trails that they are looking for.

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?

They will find out through ads that are on social media, as will as advertisements that are in town. There will be fliers that will give people the website so they can see what it is like when they are on the go.

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

Sort of. Social media will play a big role, but at local outdoor stores, we will be doing a ton of advertising.

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

We will update it with weather conditions that will inform people what times of year would be the best for our services and when they are not. They will also be updated on special packages that we are doing to those that are members and have an account.

How often should content change on your site?

Just enough to stay up to date. I wouldn't want to change too much. I want people to recognize it when they see it again.

Who is responsible for updating and providing content?

I am, or the companies software developer.

What software will they use to keep the site updated?
They will use Github to host the site, and will publish it every time there is something new.