

## Site Plan – Web Design

### 1) General Information – just the basics

Your Hosting Service: chowder3933.gethub.io

Your Website Idea:

**A men's boutique that puts together outfits or accessories that goes with a suit to dress it up.**

Service or product that will be sold:

**Ties, cufflinks, bowties, pocket squares and possibly socks**

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

**1. Background of the company**

**2. Products sold**

**3. Tips on style**

Current URL (or desired URL):

**Flying in style**

### 2) Who?

**Men who dress up a lot or need some fashion advice, or have a hard time putting outfits together.**

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

### 3) Value

**Because ill give them the ultimate look for themselves that will help them look better and more professional.**

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

**Fashion is key to success, that the most successful people become successful from the way they look**

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

**I will have to put pictures of all the different types of outfits put together with their color of suit.**

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

**Definitely secured transactions. No back end database, no search either.**

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

**Many people I will have sponsor our company and also through Instagram ads.**

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

**Every 6 months we will update the company with new styles and new types of products. As the company grows, we will add in colored shirts that will go with them and also casual dress. I will update the site.**

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?