

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):

crowderdesigns.com

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...)

Anyone who will wear fashion clothes. So Lawyers, Accountants, Mormons, and mainly in the age group of 20-50.

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)?

Some people don't know how to style themselves. My website and packages will help them achieve that and allows them to become self-sufficient in style.

What do you offer that is different from your competition?

The packages. Many companies sell just simply one item at a time, mine will sell many that go together.

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

To help them find what best fits them and their style!

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?

To help people look the best they can to have the most success.

List adjectives describing how you want visitors to perceive your website. That this is where they need to shop and where they need to look and see what best suits them. That this is a cool website.

List URLs of sites you like. What do you like about these sites? Vogue.com, gq.com simply because they show the new styles for the season and allow for a good designed layout.

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?
New content and I will write all the content

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?
just photos of styles and a good navigation bar with good navigation topics.

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.
Just simply iframes to allow for videos!

Any required database functionality (dynamic content generation, personalization, login...)?
Technically yes but I'm not sure how to do that so I won't include that.

Need for secured transactions? (like online shopping)
Yes. Most of the stuff on the web site will include this.

Any additional programming requirements? (like search functionality)
No.

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?
Simply by ads. Many ads can be shown on Instagram and allow for many people to click and look at your products.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.
Yes, social media is a big one. Many people have social media, and they use it so much that it is such a powerful tool and get with a company that does ad based searches.

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?
By Constantly changing with the trends and allowing for many of the other things to be updated with styles.

How often should content change on your site?
To keep up with styles should be every quarter to half a year.

Who is responsible for updating and providing content?
Me personally or a team of people trying to update the styles.

What software will they use to keep the site updated?
Simple html coding with css. It only need to be links with the already created page.