Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:
GitHub

Your Website Idea:
FanTheories.com – a website where you can post and read about fan theories or ideas of what is going to happen in movies, books, TV, and video games.

Service or product that will be sold:
A variety of fan items from clothing to collectibles and other goods.

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

2. TV Theories

3. Clothing, collectibles, apparel, and other goods

Current URL (or desired URL):
FanTheories.com

2) Who?
Who is your customer/target audience? Describe your target audience (age range, education level…)
Really anybody who likes movie series that's over 18 I'd say. It's a place where they can post their theories and read those of others.

3) Value
Why do your customers need you? What is your most important benefit (to the customer not you)?
FanTheories is a place where all fans can be heard. We'll review everyone's theories and post articles that compile them all so others can read and choose which ones are best.
What do you offer that is different from your competition?
The whole purpose is to make sure everyone's voices are heard and their opinions and ideas are expressed. In terms of that kind of experience I mean you can find forums and whatnot, but there isn't really a place where there is a focused list of all of the things people theorize about.
How do(will) customers use your site? What are their goals?
Customers will be able to use the site to not only post their theories about their favorite movies, TV Shows, books, and video games, but purchase collectibles and apparel from them as well.

4) Perception
What do you want to project about your company, your department, your project?
FanTheories.com is an open environment where every fan and their theory can be heard.
List adjectives describing how you want visitors to perceive your website.
Exciting, fun, free, understanding, entertaining

List URLs of sites you like. What do you like about these sites?
Geektyrant.com, ranker, moviezone

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?
I don't have existing content, I'll have to write everything from scratch and create the logos and what have you.

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?
Not that I know of, I mostly want to create everything on my own. I was thinking I could make the logo as the compilation of various fonts from different franchises or something like that.

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.
Photoshop (for designing logos)

Any required database functionality (dynamic content generation, personalization, login…)?
Login will definitely be needed

Need for secured transactions? (like online shopping)
Yes

Any additional programming requirements? (like search functionality)
Search functionality would be nice for sure.

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?
Use Facebook and other social media outlets to advertise it. Also work with other fan-sites to spread the word.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.
Again, working with other fan-sites to cross-promote each other's sites. Also, creating a Facebook page and getting people involved in spreading the word.

8) Updating

How do you plan to keep the content on the site current and updated?
I'll update it

How often should content change on your site?
Daily

Who is responsible for updating and providing content?
I am…for now

What software will they use to keep the site updated?
The one we're using now