

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: Github

Your Website Idea: business website \Selling fibre glass cylinders

Service or product that will be sold: Fire safety gadgets

Gas safety regulator

Fibre glass cylinder

LPG gas hose

LPG Cylinder Safety seals

Flame failure kitchen stove

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

1. Fire Safety

2. Types of LPG Gas

3. The transparent LPG

Current URL (or desired URL): www.kitchensafety.com

2) Who?

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

Families and the rich. Banks, hospitals and hotels

25-60

Bachelors degree, diploma

3) Value

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

To stop gas explosions in their home. You give them a safe home. Safety presentations. People can sign up on website for a presentation.

Customers need to have a fair exchange for their money. They need to be safe in their houses and how else can they be saved.

What do you offer that is different from your competition?

We have a warranty and it is cheaper.

We have a special kind of regulator that shuts off completely and it is automatic. It has a sensor that senses leakages either in the room or cylinder itself. The LPG cylinder we sell does not rust.

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

Place orders on line.

Sign up for a presentation

Watch videos on fire safety

Know more about safety tips

4) Perception

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

We offer the best in LPGs
One stop shop for kitchen fire safety

List adjectives describing how you want visitors to perceive your website.
Kitchen fire safety hub
Safe
Economical

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

<http://www.hexagon.no/>
<http://www.borkirinternational.com>

They are simple, less text, straight to the point with enough colour to keep the eyes on the site.
Good navigation
Visible contact information

5) Content

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

The owner of the company will write the content

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

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.
No

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

Need for secured transactions? (like online shopping)
yes

Any additional programming requirements? (like search functionality)
no

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?

Through brochures and word of mouth advertising on tv and radio

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

We do presentations and train people and tell people to go to website to find out more about the program.

We will go around and introduce it to people

8) Updating

How do you plan to keep the content on the site current and updated?
More information from the owner

How often should content change on your site?

Every Quarter

Who is responsible for updating and providing content?
The Website designer

What software will they use to keep the site updated?