Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

Your Website Idea:
Recommenddesk.com

Service or product that will be sold:
Custom PC Help service

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

2. **Computer Building Guide**

3. **Computer Part Buying Guide**

4. **Custom PC Help Service / Resources to Buy Parts**

Current URL (or desired URL):

Recommenddesk.com

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

Young, high school – early college age students, early interest in PC building

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

They need information and guidance from me. All in one place building guides.

What do you offer that is different from your competition?

All our info is simple and in one place.

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

They will use the site as a guide to build their first PC. Their goal is to build a custom-built pc themselves or request our service.

4) Perception
What do you want to project about your company, your department, your project?
Simple, elegant access to all computer building information and resources.

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

Simple, elegant, flawless, informative, easy to use

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

5) Content

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

I will create the new content with help from my PC building friends.

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

No, but I have a guy.

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 will use any technology that will enhance user experience. I just don't know yet. But I probably won't use flash.

Any required database functionality (dynamic content generation, personalization, login…)?
None now. In the long run, I want login functionality

Need for secured transactions? (like online shopping)
Not in version One. But we will when we incorporate the merchandise store.

Any additional programming requirements? (like search functionality)
Not in version 1.

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?
People find my website thru search terms. At a later date, advertisements on other PC building websites, and an email list will be distributed. The URL will be distributed by social media avenues.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.
I do not have a marketing strategy in mind. Social media will be a good avenue for us though.

8) Updating

How do you plan to keep the content on the site current and updated?
I will have to scan the PC world news to see new parts coming in and any security issues arising with certain hardware. I will then manually add the content to the site.

How often should content change on your site?
The main content should be static, but some of the suggestions could change

as often as monthly.

Who is responsible for updating and providing content?
I am responsible to updating and providing the content.

What software will they use to keep the site updated?
I'm not sure of any software out there to help me accomplish that.