

## Site Plan – Web Design

### 1) General Information – just the basics

Your Hosting Service: Github

Your Website Idea: Wedding ideas all in one place

Service or product that will be sold: Many wedding products

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

**1. Dresses**

**2. Rings**

**3. Cakes/food**

Current URL (or desired URL):

**[ulitmateweddings.com](http://ulitmateweddings.com)**

### 2) Who?

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

Young adult women. Mid 20s who are engaged or hoping to get engaged.

### 3) Value

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

This website offers all things wedding in one compiled place.

What do you offer that is different from your competition?

We will have links that take you right to the site where you can buy/reserve the item.

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

**Customers will have options of different pages to scroll through (each a different topic) and once they find an item they like, they can click on the link and it will take them to where they can buy/reserve the item for a good price.**

### 4) Perception

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

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

Easy, fun, convenient

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

<https://www.facebook.com/The-Wedding-Company159195984143569/>

[http://www.elktonbutterflies.com/weddings.html?gclid=Cj0KEQIAzNfDBRD2xKrO4pSnnOkBEiQAbzzeQfv\\_beTop1oVs7xi9AZJEDO7r7wSeG6f578TeAxGZZkaAujH8P8HAQ](http://www.elktonbutterflies.com/weddings.html?gclid=Cj0KEQIAzNfDBRD2xKrO4pSnnOkBEiQAbzzeQfv_beTop1oVs7xi9AZJEDO7r7wSeG6f578TeAxGZZkaAujH8P8HAQ)

## 5) Content

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

It will be a mixture of both. I will have to use links to other sites because that's what my site is all about. But the organization of it will be original.

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

**I might use ideas from pinterest**

## 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.

n/a

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

n/a

Need for secured transactions? (like online shopping)

No, the customer would pay through the other sites.

Any additional programming requirements? (like search functionality)

n/a

## 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?

Lots of young adult females are on social media, especially Pinterest. We can use apps like these to help promote our site.

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

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We can use apps like these to help promote our site.

## 8) Updating

How do you plan to keep the content on the site current and updated?

By being aware of good deals that come up and added them to the site.

How often should content change on your site?

As often as needed. When a deal is over, or a new one comes up, they should be switched out.

Who is responsible for updating and providing content?

At first it'll be me, but if the site grows and becomes more popular than I'll hire someone.

What software will they use to keep the site updated?

They can use apps that are designed for helping with this sort of project.