Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:
GitHub

Your Website Idea:
Oval Occasions – we bring your events full circle

Service or product that will be sold:
Packaged Event

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

2. **Food**

3. **Entertainment**

Current URL (or desired URL):
http://www.ovaloccasions.com

2) Who?
Who is your customer/target audience? Describe your target audience (age range, education level…)
My audience is for businesses that need to throw a party, dinner, or specialized event. This is mostly likely more for business men and women from ages (25-55), who are at least high-school graduates, and wanting to celebrate in some way.

3) Value
Why do your customers need you? What is your most important benefit (to the customer not you)?
The customer needs me because with me, everything is planned and done for them. They don't need to find a caterer, venue, and entertainment separately. They will find everything with me.

What do you offer that is different from your competition?
We offer a wider range of options of what we are selling and it is in a combination package.

How do(will) customers use your site? What are their goals?
First, from the site, they will select the venue they want to use, then they will choose the entertainment to go with that venue, then they can choose a meal plan depending on the venue and entertainment they have chosen. The goal of the customer is to plan a whole event on the website and be done.

4) Perception
What do you want to project about your company, your department, your project?
We want to project that our company allows you to have a fun and

exciting party or event.

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

Exciting, easy, simple, high-quality, etc.

List URLs of sites you like. What do you like about these sites?
Kayak.com – I like the simplicity of the site as well as the visual appeal.

5) Content

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

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?
Not at this time

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.
None in particular

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

Need for secured transactions? (like online shopping)
Yes

Any additional programming requirements? (like search functionality)
Nope

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 will find out through word of mouth, social media, and search engines. Some terms will be "planned events", "easy events", "work events", etc.

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

8) Updating

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

How often should content change on your site?

Only when the company decides to expand with more variety

Who is responsible for updating and providing content?
Me

What software will they use to keep the site updated?
Brackets