# Planning

## Purpose Statement

This document will outline planning stages, structure, and layout mockups for the Vi Walker Silver site overhaul.

## Objectives

* Create a plan for a website that
  + Tailors site to target demographics
  + Emphasizes advantages over competitors
* Diagram the navigation structure of the site
* Mockup possible layouts for the master layout

## Competitors

Local competitors include:

[Hoosier Gold Buyer LLC](http://www.hoosiergoldbuyer.com/silver.html) (also has “Indianapolis Silver Buyers”)

[Midwest Jewelers and Estate Buyers](http://www.midwestestatebuyers.com/)

[Indiana Gold Refinery](http://myindygold.com/)

## Advantages

Vi Walker specializes in silver, rather than trading “valuables” in bulk.

Vi Walker offers consignment services.

When compared to Hoosier Gold Buyer’s site

* Vi Walker’s new site will have significantly less grammatical errors
* Vi Walker’s new site will not link to a blank page on the silver portion of the website

Against Midwest Jewelers & Estate Buyers

* Vi Walker specializes in silver so their site will be inherently less cluttered

Against Indiana Gold Refinery

* Vi Walker’s site will use significantly less stock imagery.

## Audience

* Individuals in the Indianapolis area looking to sell old jewelry
* Antiques connoisseurs

## Demographics

It’s difficult to identify demographics given so little information. I would suggest partnering the site with an analytics engine or speak to the owner of Vi Walker to get a better idea of the customer base’s demographics.

# Site Map



# Master Layout



