Dallin Havens   THE CLIENT SURVEY
Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

Your Website Idea: Plant herb and fungus index

Service or product that will be sold: Information about edible plants herbs and fungi and their possible uses.

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

2. **Vegetables**

3. **Roots**

4. **Stems/leaves**

5. **Fungi**

6. **Recipes/Preparation**

Current URL (or desired URL):

2) Who?
Who is your customer/target audience? Describe your target audience (age range, education level…)
Homesteaders, gardeners, foragers, minimalists, vegans.
30-50

3) Value
Why do your customers need you? What is your most important benefit (to the customer not you)?
Useful information about certain plants herbs or fungi, how to identify them and how to use them

What do you offer that is different from your competition?
My website will be a collaborative effort with information from many books, websites other sources.

How do(will) customers use your site? What are their goals?
They will be able to know the useful plants in their area and be able to put them to good use.

4) Perception

What do you want to project about your company, your department, your project?
Accurate information that can be trusted and tested.

List adjectives describing how you want visitors to perceive your website.
Interesting, Organized, Concise, Informative, Helpful

List URLs of sites you like. What do you like about these sites?
https://www.growveg.com/
https://www.outdoorlife.com/
https://www.genius.com/

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?
I will have to gather content from existing sources and cite them on each topic.

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?
Where appropriate I will use photos from sites that showcase the topic in the best manner

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…)?
I would very much like to include a comment or discussion board at the bottom of each page for people to contribute their knowledge and experience.

Need for secured transactions? (like online shopping)
No

Any additional programming requirements? (like search functionality)
Search functionality

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?
I can send the link to organizations like foraging groups, homesteaders, herbology societies, and home gardeners

Do you have a marketing strategy in mind to promote this project? If yes, describe it.
No

8) Updating

How do you plan to keep the content on the site current and updated?
Check for comments every day and as relevant material comes in pages will change and

How often should content change on your site?
Constantly as more collaborators join and more information comes

Who is responsible for updating and providing content?
Myself and the community

What software will they use to keep the site updated?
None