

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

Your Website Idea: A website to show custom furniture that I build

Service or product that will be sold:
Orders for custom furniture

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

1. Projects I have already done

2. Options to order from

3. Contact us/support

Current URL (or desired URL): www.hestonscustomfurniture.com

2) Who?

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

My target audience is anyone that wants durable handmade furniture. It can be newly married couples or elderly couples.

3) Value

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

They need me because I build furniture that will last a lifetime rather than something that won't last very long.

What do you offer that is different from your competition?

I offer furniture that would cost you thousands of dollars for a reasonable price

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

they will be able to explore the projects and request for me to build their furniture

4) Perception

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

I want to express to people that they can actually get the furniture they want for a reasonable price.

List adjectives describing how you want visitors to perceive your website.
Easy to navigate, organized, user friendly

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

<http://www.imdb.com/> I really like this site because everything is so easy to find and navigate

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content? I will be the one that needs to come up with the content for the site.

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

Yes I have images of all of the projects that I have done

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.

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

Need for secured transactions? (like online shopping)

Any additional programming requirements? (like 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?

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

8) Updating

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

How often should content change on your site?

Who is responsible for updating and providing content?

What software will they use to keep the site updated?