Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: GitHub

Your Website Idea: Used mobile device (i.e. Smartphone) auction site

Service or product that will be sold: Used Smartphones, Smartwatches, and any other produce that would be classified under mobile devices

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

2. Smartwatches

3. Cases

Current URL (or desired URL): jishino119.github.io

2) Who?

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

Target Audience would be Men and Women age 21 - 35. Middle class mostly high school degrees some lower level college degree.

3) Value

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

looking for a good deal on a decent phone. The most important benefit to the customer would be being able to make sure they are getting the best price possible on a new mobile device

What do you offer that is different from your competition?

The ability to check other used phone sites and compare without having to go to all of them.

How do(will) customers use your site? What are their goals?
Their goal is to search for the phone they want or to see phones available and to find the one that best fits in their budget/price range.

4) Perception

What do you want to project about your company, your department, your project?
I want to project that my site is fair and honest in the prices that are being compared and that it is simple to compare prices for the devices that you are looking for.

List adjectives describing how you want visitors to perceive your website.
Easy
Simple
Clean
Fair

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

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 creating most of the content myself and it will be new content;

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?
In comparing from other sites I would use logos only as a reference to make my use know from which site that they are seeing the price of the mobile device.

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.
HTML, CSS

Any required database functionality (dynamic content generation, personalization, login…)?
At this moment there will be no database functionality

Need for secured transactions? (like online shopping)
No secured transactions

Any additional programming requirements? (like search functionality)
There will be a need to have a search function

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?
Not sure.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.
Not at this point

8) Updating

How do you plan to keep the content on the site current and updated?
The best way to keep the content up to date would be writing a javascript or other program to automatically search pre determined sites for prices.

How often should content change on your site?
Content should change almost by the minute but hourly is probably more practical

Who is responsible for updating and providing content?
Not sure

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