

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

Your Website Idea:

Escape Rooms

Service or product that will be sold:

Entertainment

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

1. Rooms

2. FAQ

3. About

Current URL (or desired URL):

2) Who?

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

My audience is directed for people of all ages. And escape room business is meant for kids, teens, adults. Date nights, family nights, group activities, etc.

3) Value

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

Customers need this to have fun and enjoyable time when they have nothing else to do. The benefit of this company to spread around a joy able and fun experience for everyone.

What do you offer that is different from your competition?

What will be different form most escape house around town, will be better customer service and the rooms will be entertaining and fun for everyone of all ages.

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

Customers will use this site mostly to check out the different themes of each room and to make appointments regarding each room and the times available for each of them. Also, it meant to describe to give answers to anyone who is not familiar with this kind of business.

4) Perception

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

For my company I want to project entertainment and a fun experience

for everyone.

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

I want my website to be appealing, creative, interesting, and above all entertaining for everybody.

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

- 1) <http://www.theescapehouse.com/>
- 2) <https://www.idahoescaperooms.com/rooms.html>
- 3) <https://www.limitlessescapegames.com/escaperoomlivermorehome>

5) Content

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

Some of the content that will be provided will be existing, but most of it will be fairly new and more unique. Giving a tone that this is new and fresh.

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

No, all of this will be completely new.

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)

Yes, definitely. On the Rooms topic page, there will be a link that will escort you to a page where you can book a room (you pick), at a time. Also, will ask you to buy online too.

Any additional programming requirements? (like search functionality)

There will be no need of the search or any additional requirements for this website for all of it will be located in each page separately.

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 be able to find out about this website through social media, friends, and family. But most of all online/engine terms.

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

Yes, the first week of the day it is open. We will be offering half off discounts to the public. But discounts will be promoted regularly yes.

8) Updating

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

We will plan to keep it updated and provided with new rooms and content regularly. Hopefully it will be updated at least once a month.

How often should content change on your site?

Content should be pretty standard most of time unless people want a different outlook on things.

Who is responsible for updating and providing content?

The manager or one of the employees who created the content, will be the ones making sure all is smooth and well with the website.

What software will they use to keep the site updated?