

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

Your Website Idea:

A Cruise Line Site

Service or product that will be sold:

Booking and information for the Cruise line

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

1. Cruise line information and topics

2. Booking Cruises

3. Links to flights to ports

Current URL (or desired URL):

www.paradisecruises.com

2) Who?

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

- This will be for families for all ages. This would not be a cheap experience so we would be looking at middle class to upper class levels of income. We want to target families and seniors.

3) Value

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

-To enjoy a great vacation in exotic locations.

What do you offer that is different from your competition?

-Providing exclusive excursions on all of our trips made with easy booking tools so planning a cruise isn't a hassle.

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

-They will be able to view cruise information and be able to book their next cruise.

4) Perception

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

-I want to market the benefits of using our cruise line over our competition. With the quality and ease of access to book.

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

-Easy, informative, relaxing, and exciting.

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

-<https://www.princess.com/>: This site is informative and gets to the point.

-<https://www.vacationstogo.com/>: While a bit overwhelming, I like the tools used to filter out which cruises are what.

5) Content

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

New content since this is a made up cruise line. I will write the new content.

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

I will use a new logo for the site. I will use navigation tabs that provide more insight on the resources used. Color would be prevalent with the standard blues, greens and yellows to bring in a tropical cruise vacation vibe.

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...)?

Personal login for the users account.

Need for secured transactions? (like online shopping)

Yes. To purchase your cruise.

Any additional programming requirements? (like search functionality)

Search functionality will be used to look up specific cruise ships from the company.

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?

The name of our cruise line is simple and neat making it easy to pull up on search engines. We will offer some incentives and occasionally use a price matching programs.

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?

Constantly updating new cruises and ships within the system so the customers are always aware. This could be updated through an index that we allow users to access for our cruise lines.

How often should content change on your site?

On a weekly basis.

Who is responsible for updating and providing content?

The web developer in charge of maintenance.

What software will they use to keep the site updated?