Site Specification – Web Design

1) General Information – just the basics

Your Hosting Service:
Digital Ocean

Your Website Idea:
An online web site to find or advertise roomies, apartments, rooms.

Service or product that will be sold:
Room and housing advertising.

Topics (at least three but as many as you can list) that your website will cover
1. **Roommate Finding**

2. **Housing advertising**

3. **Seller-Buyer communication**

I think of a good site to be specialize, not covering a lot of topics, but being very good with the ones one it covers.

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

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

I will have two target audiences:
1: students that search for roommates, rooms, and abroad living. Mainly college, and university people.
2: Companies or individuals that want to advertise housing on the site. Adult people that owns property.

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

It will be an integral and trusted site where you can search for roomies, rooms and housing.

What do you offer that is different from your competition?
We will offer secure and innovative ways to set communication between the seller and the buyer.

How do(will) customers use your site? What are their goals?
They will find their "perfect" or close to perfect room, roommate or house.

4) Perception

What do you want to project about your company, your department, your project?
I want it to be the "default" site for finding roomies, rooms, and houses. That will bring a lot of people to advertise with us.

List adjectives describing how you want visitors to perceive your website.
Easy to use, innovative, cutting edge, find what they want, the best site for its purpose, refined, well design, artistic.

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

skillshare.com great site for the content it provides, gives a lot of advice on how to design for web.

presidencia.gob.mx a lot of white space. Minimalistic.

https://slack.com clean design. Solid colors.

5) Content

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

-There is no existing content, just ideas of the site and business. I will write the new content.

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

-No, everything will be original.

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.

The site will be minly writen in HTML, CSS, PHP and Java Script, maybe some AJAX. No flash!

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

Yes, I will be using a MySQL server to read from database, the database will store users and what they are offering or searching.

Need for secured transactions? (like online shopping)

For now, it will more likely to use prebuilded engines like paypal

Any additional programming requirements? (like search functionality)

Yes, I need to think in the search algorithm, there are things that are going to be store in the database, but need some "inteligence" to know what to do with that content.

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 have seen a lot of ads about finding rooms, roomies and houses, so I thought in having a nice organized site where people could search for all that. I still have to decide what specific marketing I need for the site.

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

Sort of, via Social Media ads and Google Adwords, but I need to research more about it.

8) Updating

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

The main content will be updated by the same users. And actually has to work that way to really have the site working, has to be self sustaining. What I have to thinks is how to bring new functions or optimize existing ones.

How often should content change on your site?

Need to be always changing. That keeps it alive.

Who is responsible for updating and providing content?

The users.

What software will they use to keep the site updated?

I will need, Git, Github mainly to distribute updates. Some MySQL server functions may be required.