

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: Github

Your Website Idea: A website that offers Space Flights and round trip luxurious “cruises” to see the best that we have to offer in our solar system.

Service or product that will be sold: Travel Packages/Alerting lists and Opportunities to write about your experience

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

1. Travel Destinations

2. Information on our ships

3. Personal Blogs

Current URL (or desired URL): marcus-juarez.github.io

2) Who?

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

People that want to travel the final frontier. Looking primarily for people that can afford our type of trips into space.

3) Value

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

Being one of the only places for people that offer to take people into space and with great service included on the trip I think it will be something where we have repeat customers all the time

What do you offer that is different from your competition?

Our goal is to provide comfortability in space and when we can offer select information and views that are once in a lifetime. Since our only real competition is NASA and I think we will have a slight advantage over anybody else who might want to sneak onto the market.

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

To get them excited about space travel and to get them to purchase tickets. We want to also educate them about risks and what the experience entails.

4) Perception

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

I want to project a fun and inviting way of exploring space and to give people a once in a lifetime experience.

List adjectives describing how you want visitors to perceive your website.
Fun, Inviting, Insightful, Informative, Knowledgeable

List URLs of sites you like. What do you like about these sites?
Carnival.com, Royal Caribbean. I like how easy it is for these sites to look at potential cruises and how it can quote you on prices.

5) Content

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

I will have to write the content for the most part but the end goal is where I don't have to.

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

Not yet although as I explore the sites I will develop what I want.

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.

I will want access to slideshows and lots pictures.

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

I will need login informations for certain users

Need for secured transactions? (like online shopping)

yes

Any additional programming requirements? (like search functionality)

A search function would be nice so people could locate certain ships or like more information about the sites themselves.

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 think it will have to have a lot of functioning through social media and as I get more people to help blog and write about places they will be helped by sending out their articles as well.

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

As I said above

8) Updating

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

As we come up with new space routes and such we will need to keep up with those itineraries and also keep up with new and active missions.

How often should content change on your site?

I would say it shouldn't need that much change as much but more of new routes will needed to be added.

Who is responsible for updating and providing content?

Me and those working for us

What software will they use to keep the site updated?

Good Software.