Final Project Plan

Your Name:\_\_\_Mason Swofford\_\_\_ Site Name:\_\_\_\_Swofford Fitness\_\_\_\_\_\_\_\_\_

Provide some information about your site-

This site will serve as a web site for a brick and mortar store that sells nutritional supplements and food. It will detail the products and services we offer and tell customers why we are superior to the competition.

The Main Navigation Links for your site need to be: Shop/Services, Contact, About. You need to create two additional links. List your two or more additional main links:

Link \_\_Why Us\_\_\_\_ \_\_\_\_Personal Consulting\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List the 3 types of products or services you will provide ex- cakes cookies and pies- These will be the sub navigation on the Shop/Services pages.

1. \_\_\_\_Vitamins\_\_\_
2. \_\_\_\_\_Protein Supplements\_\_\_\_\_
3. \_\_\_\_\_Other Supplements\_\_\_\_\_\_\_\_

You will need images and text for each product/service page.

Type of Layout-Two column, Three column

Two column

New Skills you plan to learn for Final Project?

I will employ drop down menus in my navigation which I have yet to use in a project. I will also use a slideshow most likely on my home page. I also want to expand my knowledge of JavaScript and learn new skills.

What media and interactivity do you plan to add? You learned this in Chapter 11, but we didn’t use it yet.

There will be videos and slideshows to detail different products we offer on most of the informational pages.

Fill in the blanks on the Diagram, Site Name, Name of Shops/Services Page, 3 types of Products or Services, 2 other pages of your choice.

List 3 well designed competitor sites with their url. Describe what you like about each and how your site will be better.

1. [www.bodybuilding.com](http://www.bodybuilding.com) has very good use of video and explanations. Also includes forums to increase traffic and draw users to their product. They feature ratings for products. I will try to employ these features, and I will improve upon the site’s primary flaw, which is a difficult navigation system.
2. [www.gnc.com](http://www.gnc.com) has very clear and consistent navigation. Their home page is very cluttered though, my website will be much clearer and less cluttered. As well, they lack the detailed information of bodybuilding.com so mine will have that information.
3. [www.puritan.com](http://www.puritan.com) offers very detailed descriptions of its products. It also has a clear help page. It lacks personalization and has an unclear navigation system. My site will offer personal consulting to help clients.

Attach this document in the Assignments area when you submit your final project plan.