

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: **GitHub**

Your Website Idea:

Liberty Longboards

Service or product that will be sold:

Longboards, skateboards and hardware

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

- 1. Decks**
- 2. Trucks**
- 3. Hardware**
- 4. Accessories**
- 5. About us**

Current URL (or desired URL):

libertyboards.com, libertylongboards.com,

2) Who?

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

Teen - early 20s, high school - college

3) Value

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

To provide an original, stylish, and functional mode of transportation

What do you offer that is different from your competition?

The graphics on the boards and the design of the boards are completely original

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

They will use it to learn more about Liberty Longboards as a company and hopefully to purchase products

4) Perception

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

The main goal of the company is to get people excited about longboarding, it is an amazing hobby that can be enjoyed by people of all ages.

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

Simple, straightforward, stylish, original

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

www.thelongboardstore.com- very clean looking, simple

5) Content

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

It will have to be new content, I will be designing some decks as well as some misc. accessories.

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

Nope

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.

unsure

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

I will need to include a login for people to actually be able to buy things.

Need for secured transactions? (like online shopping)

Yes

Any additional programming requirements? (like search functionality)

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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?

Initially through a referral program, then with Facebook ads.

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

nope

8) Updating

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

I plan on designing new decks often to keep that updated but the rest I'm not sure about

How often should content change on your site?

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Who is responsible for updating and providing content?

me

What software will they use to keep the site updated?

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