

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: GitHub

Your Website Idea: Create a website that promotes people to go out and take photos. By doing so we will be promoting our HD cameras.

Service or product that will be sold: Cameras and camera equipment.

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

1. The Art of photography.

2. How to become a better photographer.

3. Selling of cameras and camera equipment.

Current URL (or desired URL):

2) Who?

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

Target audience is teenagers and young adults aging between 14-27.

3) Value

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

Customers cherish memories by taking photos. Becoming a photographer and having the equipment to do so will capture the customers desire for enjoyment and creating lasting memories.

What do you offer that is different from your competition?

Better prices and a website that users can use and learn how to become a better photographer.

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

Site: Customers may use this site to hold photos (Cloud biased), learn how to become a better photographer and use the equipment to do so.

Goals: Help customers create lasting memories by improving their photography skills and selling them cameras and camera equipment to do so.

4) Perception

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

That this company is a company that cares about its customers. A company that is designed to help customers save lasting memories and do so in an easy and helpful way.

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

New, Innovated, User friendly, Quick to load.

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

-Simple, interactive, beautifully designed. : <https://vSCO.co/>

-Well organized and uptodate. : <https://www.lds.org/?lang=eng>

-Good use of product and product displayment. :

https://www.nike.com/us/en_us/c/men?cp=usns_kw_nike_null_txt!g!c!br!e!nike&k_clickid=73263beb-d414-4fc6-9ca7-453dd4a06410

5) Content

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

No, I do not have existing content for this site. I will need to create new content or pair with another company and have this website be a branch off.

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

Visuals: Photos and videos

Color Scheme: TBD

Logo: Rize

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.

Flash player: This will allow the customer/ user to watch videos and enhance their interest and possibilities with photography.

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

Login: Yes

Need for secured transactions? (like online shopping)

Yes

Any additional programming requirements? (like search functionality)

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?

Referral from friends, Branded name on all equipment that is sold,
Popup links on frequently visited web pages via YouTube, Facebook,
Amazon, etc.

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?

Frequent updates. Updates on "How too..." videos for new equipment and products. Updated responses of user techniques for camera usage. Responses from users on product and services to keep up to date.

How often should content change on your site?

Content on this webpage will change every time when there is a new product or service available. Always keeping our users and customers up to date.

Who is responsible for updating and providing content?

The company, employees and me.

What software will they use to keep the site updated?