

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: Domain.com

Your Website Idea: A website for a film company

Service or product that will be sold: The movies from the company

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

1. Films

2. Production

3. About

Current URL (or desired URL): <http://www.fatcatfilms.com>

2) Who?

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

Target audience would be for young adults and indie filmmakers.

3) Value

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

They need me because this company can provide entertainment for them.

What do you offer that is different from your competition?

This company can provide more exciting and incising entertainment

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

They will use the site to get updates on films as well as watch them.

4) Perception

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

I want to project that it will help me get my films out into the world

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

That it will be clean and easy to navigate, as well as appealing to the eye.

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

www.apple.com

www.red.com

I love how clean they are and how simplistic they are

5) Content

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

I already have some existing content for this site but most of it I will have to write on my own.

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

There's nothing as of yet that I've thought of.

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'm not really sure about any of these.

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

There should be no required database

Need for secured transactions? (like online shopping)

No

Any additional programming requirements? (like search functionality)

No, I plan to keep my site simple and clean so you won't have to search for anything at the time being.

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?

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Instagram...

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

Not at the moment

8) Updating

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

I plan to update the site every time a new project is started with further updates about it.

How often should content change on your site?

Not too often as making films is a fairly long process.

Who is responsible for updating and providing content?

I will be responsible for updating and providing content.

What software will they use to keep the site updated?

I haven't decided yet.