

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: Github

Your Website Idea: Guitar/Bass Guitar Store

Service or product that will be sold: Various brands of acoustic, electric, and bass guitars. Custom parts (pickguards, pickups, etc.). Amplifiers and pedals. Picks and accessories.

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

1. **Advertising guitars and equipment for musicians**
2. **Tips and tricks to making playing easier or for learning a new technique via blogs, articles, forums, videos, etc.**
3. **Popular songs and how they are played (pick, finger, slap bass, etc.) for people to learn and emulate how the song is originally played.**

Current URL (or desired URL): www.greatguitars.com

2) Who?

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

Target audience has a wide age range consisting of beginner to expert guitarists. A rough age range would be about age 10 – 60. It will probably lean more towards beginner or intermediate players due to the tips and tricks idea that experts already know. Education level does not apply a whole lot but financially the audience would need to be able to afford his or her desired product. Extremely poor areas are likely out of reach, but costs of guitars can be very high or very low, so most incomes can accommodate their costs. Gender doesn't change much for this site. There are probably more male guitarists than female so perhaps some guitar designs to appeal more towards males could be useful but not required in order to show appeal to female buyers as well.

3) Value

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

The customer benefits from the site as it will allow them to easily find the right guitar for them for a reasonable price that they may not get from other vendors. The site also benefits the guitarist who wants to learn but has trouble taking the traditional route of memorizing scales and exercises. This site can help give them advice of where to start, what to play, and how to

play it.

What do you offer that is different from your competition?

Catering more towards the beginner guitarist while other competitors may not as effectively. Most sites will give the specs of the guitar and just think you know what it all means but this site will ensure that the buyer understands more about what they are buying as well as how to improve at playing.

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

Customer goals are to locate the ideal instrument and receive tips if desired on how to improve playing. Their goal may also include finding something here that they couldn't find elsewhere or chose not to buy from another.

4) Perception

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

We want to project that we care about helping the customer get started and/or improve at something that they enjoy doing. The point is to help them find the best instrument for them as well as showing them ways that they could play that they either A. would enjoy, or B. would help them fix a problem they are having with their playing. We won't tell you how to play though, there is no distinct method that all guitarists must follow so we want customers to feel comfortable as they continue playing.

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

Helpful, friendly, understanding, knowledgeable, laid-back, relaxed

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

www.guitarcenter.com, www.musiciansfriend.com

I like these URLs of sites similar to how mine will work because they are clear. You can look at the URL and know exactly what their goal is. Guitar Center is probably going to have a lot of information about guitars and Musicians Friend is similar but also gives off a feeling of being helpful which my site wants to combine.

5) Content

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

New content will be created and written by me. As an experienced bass player and new guitar player, there are some things that I will be knowledgeable about. I also know many musicians at BYU-I who have a lot of knowledge about their own instruments, technology, and equipment as well who have passed knowledge to me and gives me a source to ask questions.

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

N/A

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.

Perhaps Flash if videos become a big portion of the site.

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

Login would be useful for users to save preferences, have a search history, viewed products, etc.

Need for secured transactions? (like online shopping)

Yes.

Any additional programming requirements? (like search functionality)

Yes. Searching for guitars, brands, equipment, etc. will be a must have. A filter system for guitars could also help such as color, strings, acoustic vs. electric, brand, etc.

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?

Testimonials would be big. Having professional players check out the site and give feedback would help too. A lot of guitarists look towards buying guitars based on the ones played by their favorite player. If their favorite player likes what the site is doing and thinks it will help players improve then they are likely to check it out. Receiving notable brand names will help too as most people look towards the well-known brands. Social media giveaways, promotions, etc. would also help bring in people who see a nice deal that other places may not offer.

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

Not yet.

8) Updating

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

Research guitars and new releases to compare them to the products offered and keep products up to date with what is being released and what is popular. Reach out to experienced players to keep the tips and tricks updated and only release a given number at a time.

How often should content change on your site?

Not very often. The only thing that would change is adding or dropping products that are great or obsolete respectively. The majority of products shouldn't be changed as it would be confusing for buyers.

Who is responsible for updating and providing content?

Myself and perhaps an assistant or another site admin to keep the products up to date.

What software will they use to keep the site updated?

Continually updating with Github and text editors for code.