Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:

GitHub

Your Website Idea:

A website for a clinic in which the users can get general information about the clinic and the available services and schedule appointments.

Service or product that will be sold:

Medical services.

Proposed topics (at least three but you can list more) that your website will cover
1. **Clinic Information (Location, time, requirements).**

2. **Services and procedures available and prices.**

3. **Dates and time available for appointments.**

Current URL (or desired URL):

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

Clients with health insurance.

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

Medical services.

What do you offer that is different from your competition?

Easy and efficient way to find the information and the services needed.

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

Get informed and schedule the appointments they need.

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

Professionalism

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

East, efficient, fun, quick, excellent, well-designed.

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

5) Content

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

Create new content

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

It will be new visuals

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.

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

It will require a login

Need for secured transactions? (like online shopping)

Yes

Any additional programming requirements? (like search functionality)

No

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?

They will be informed by the health insurance or at the clinic.

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?

By changing the available dates and time for the appointments.

How often should content change on your site?

Monthly

Who is responsible for updating and providing content?

Doctors

What software will they use to keep the site updated?

Java, css