

## Site Plan – Web Design

### 1) General Information – just the basics

Your Hosting Service:

**Critiquing local Utah ski resorts**

Your Website Idea:

**Create an easy access place for info about utahs ski resort (prices, visuals, and personal opinions and comments)**

Service or product that will be sold:

**Opinions and information of establishments**

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

- 1. Visuals and maps of said resorts,**
- 2. Resort information, such as cost of resort. Location phone number.**
- 3. Personal comments and opinions on 1. Terrain parks 2. "off trail" runs and ( ungroomed trails like black diamonds, tree runs, and other offshoots) 3. and groomed runs**

Current URL (or desired URL):

**N/A**

### 2) Who?

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

-Skiers, snowboarders and all the other resort seekers for the winter seasons

### 3) Value

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

-Well through out the seeking of a good resort to go to for your slope riding needs, we come across a problem, of which suits me? A common problem

What do you offer that is different from your competition?

-Truth there are very view that rate or even explain the different ski resorts, so what I offer is not found in many places. However for all those who do have these things laid out, we have convenient information all right here in one place rather than all spread out

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

**-the idea is to get easy access to the information you need about the many resorts out there.**

### 4) Perception

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

project?

-easy accessible information

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

-cool visually pleasing and easy to find what they are looking for. (simple)

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

## **Ski reviews of the Utah mountains**

### **5) Content**

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

I have some content but a lot I will have to recreate or create

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

I may try and create my own unique logo for my website!

### **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.

Honestly its going to be pretty straight with what I do, mainly just css. Ill try and do a thermometer

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

Not sure yet, but ill look into it more

Need for secured transactions? (like online shopping)

no there is no online shopping, but it could be something ill look into more  
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?

At local resorts, and rental shops.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.  
Yes, word of mouth and social media, as well as local rental shops

## 8) Updating

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

Visiting the resorts, and or calling on others to visit the resorts, and then update it manually

How often should content change on your site?

Yearly, is all that is really needed, and then based on updates to resorts

Who is responsible for updating and providing content?

Me and those who I know who can visit these different resorts

What software will they use to keep the site updated?

brackets