

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: Updog

Your Website Idea: Selling Transportation Equipment Online

Service or product that will be sold: Transportation Equipment

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

1. One-Rider

2. Two-Rider

3. Multi-Passenger

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

2) Who?

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

Everyone. If you target everyone, you make the most money.

3) Value

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

Convenience. And having the next best thing.

What do you offer that is different from your competition?

I will offer the future of transportation.

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

To buy stuff from the company. Especially different forms of transportation.

4) Perception

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

I want to offer the future of transportation at affordable prices.

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

Futuristic, awesome, hard to look it because of how awesome it is.

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

None, they all suck. I need fresh new ideas.

5) Content

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

No, but I will do it all.

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

No.

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.

Not that I can do on my own.

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

No

Need for secured transactions? (like online shopping)

Yes

Any additional programming requirements? (like search functionality)

Maybe

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 Links sounds good.

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

I do not.

8) Updating

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

Weekly update batches + Daily maintenance.

How often should content change on your site?

Twice a month.

Who is responsible for updating and providing content?

I am.

What software will they use to keep the site updated?

I don't know yet. The same that will be used to build it.