

# Site Plan – Web Design

## 1) General Information – just the basics

Your Hosting Service:

**Bluehost**

Your Website Idea:

**A website offering customizable wood burnt products.**

Service or product that will be sold:

**Customizable wood burnt items such as coasters, signs and walking sticks.**

Topics (at least three but as many as you can list) that your website will cover

- 1. Items for sale**
- 2. Process for the making of crafts**
- 3. About the artist**
- 4. Possible designs**
- 5. Previous designs**
- 6. Premade designs**

Current URL (or desired URL):

**Somethinsburnin.com**

## 2) Who?

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

The target/customer audience is homeowners or apartment dwellers that want affordable custom decorations for their home.

## 3) Value

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

The customers need me to create a piece for their home with decorative and in some cases practical use. These pieces will feature customization to add a personal touch and benefit to the customer.

What do you offer that is different from your competition?

Customization opportunities.

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

**Customers will use my site to easily put together a custom wood burnt piece to use as a gift, decoration or even walking stick.**

## 4) Perception

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

project?

I want to project a reliable, and trustworthy air for my company while not compromising creativity.

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

Creative, effective, efficient, trustworthy

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

<http://marvel.com/> - I like how Marvel displays their content efficiently and offers a large variety of things.

<http://etsy.com/> - I enjoy how they have laid out their products

## 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 existing content, but I will be writing the vast majority of the content.

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

Most of the visuals I will either create myself or use from open source providers. The logo will be created by me.

## 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...)?

There will need to be some database functionality for the personalization of the products.

Need for secured transactions? (like online shopping)  
Possibly, if the business ever moves off the ground.

Any additional programming requirements? (like search functionality)  
Search through a database of images and fonts.

## 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?

The website will need to feature SEO and there will be business card and other materials to help promote the business offline. Social media would also

be a great tool.

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

## **8) Updating**

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

I plan to keep the site up to date will regular updates that will offer new deals and content.

How often should content change on your site?

The content will change most likely every few weeks or so when I have a new product.

Who is responsible for updating and providing content?

I am responsible for updating and content provision.

What software will they use to keep the site updated?

ftp