Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:
Git Hub

Your Website Idea:
Website for an online company that I might end up opening at some point of my life

Service or product that will be sold:
Cakes and some accessories

Proposed topics (at least three but you can list more) that your website will cover
1. **General information about the company and the basic concept.**

2. **Catalog/Price List**

3. **Hot deals and offers**

Current URL (or desired URL): Thinking of:- Frostytruffle.com

2) Who?

Who is your customer/target audience? Describe your target audience (age range, education level…)
Since I'm selling cakes and some accessories, my audience are going to be a age group between 17 to 35(Mainly Focused) and mostly will be a college students.

3) Value

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

I will provide my customers with a quality goods right into their doorsteps. My customers will not have to go through the hustle of driving to the shop, pick from the limited option and end up paying higher price.

What do you offer that is different from your competition?

Mostly, when it comes to an online business, costumers always don't get what they expect or get something of a lesser value from what they paid but I want to make sure that my customers get what they pay for and they would want to come back to me again and again for the same quality.

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

To be able to find exactly what they are looking for with the reasonable price and when they get delivered, they can be sure that it was worth spending money for.

4) Perception

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

I want to create a platform in which people can completely rely for the quality and prize. I basically want to create a project that can easily win the heart of the people.

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

List URLs of sites you like. What do you like about these sites?
https://www.urbangirl.me/
Urban Girl is one of the best e-commerce company in Kathmandu. They have now established a trust among their customers in the quality.

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?
I will create a content for my website.

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

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…)?

Need for secured transactions? (like online shopping)

Yes.
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?

I will create a Facebook page to advertise my Original URL.

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

I will first create a Facebook and Instagram page which lets me advertise my original website in reasonable price then I will link my customers to my main website.

8) Updating

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

How often should content change on your site?
Monthly

Who is responsible for updating and providing content?
Myself for now

What software will they use to keep the site updated?