what will you do with your web site?

Although web sites can grow very complex, they begin with a few simple questions: What do you need from the site? What do your users need? Everything else flows from there.

determining direction

Why does your organization need a web site?
To let users secrch the company more easily through search engines. Also to boost sales as the web will cause the company to have more customers visiting and its saves money on alot of advertising and paperwork.

Why will your visitors need this web site?
To order food or to just get more information at the customer's convinence, anytime and anywhere they want, even when ofice hours is closed for the day.

Describe what your web site will do or be:
It advertise what the company offers and their diffrent services and also it has a order form for customers who want to order their food any-time and anywhere.

setting goals

Do different people in your organization have different goals? not really revelant

Marketing says: _____

_____

IT says: _____

_____

Human resources says: _____

_____

The CEO says: _____

_____

_____ says: _____

_____ says: _____

Write a mission statement for your site:
_____ KCK Food Catering _____ (*Site name*) is a _____ site _____ (*noun describing site*), offering __Food Catering/Orders__ (*type of service*) to ___hungry___ (*adjective describing audience*) ___customers___ (*noun describing audience*) who _____want_____ (*"need" or "want"*) to ___order food___ (*need filled by site*).

Unlike competing sites, which (*short description of competition, highlighting its inadequacies*), (*site name*) will (*verb-based purpose, distinguishing site from its competition*).

What are your goals for this site?
1. To inform customers about the service
2. To save paperwork
3. To reach a broad audience on the web
4. To let customers order anytime, anywhere
5. To gain more customers

who are your users?

The first step toward serving your users is identifying—specifically—who they are. Though the details you include will vary depending on the focus of your site.

demographics

Age: _5_ % Under 18   _20_% 18–24   _25_% 25–34   _25_% 35–49   _20_% 50–64   _5_% Over 65

Sex: _50_% Male   _50_% Female

Race: _0.1_% African American   _0.3_% Caucasian   _99.2_% Asian/Pacific Islander   _0.1_% Hispanic   _0.1_% American Indian, Eskimo, or Aleut   _0.1_% Other

Education: *not really revlevent*
___% Some high school   ___% High school   ___% Some college   ___% College   ___% Some post-grad   ___% Post-graduate

Marital status: _30_% Single   _50_% Married   _10_% Widowed   _10_% Divorced/separated

Income: *not really revlevent*
___ % Under $20,000   ___ % $20–49,000   ___ % $50–74,000   ___ % $75–100,000   ___ % $100–150,000   ___ % Over $150,000

Nationality:
_____ Singaporean _____

Location:
_____ All around Singapore _____

Occupation:
_____ All kinds _____

psychographics

What are the unique distinguishing factors of your audience?
___ Those that are intersted in ordering food. ___
_____

webographics

Access point: _50_% Home   _40_% Work   _1_% School   _9_% Other

Access speed: _40_% Modem   _40_% Cable modem   _5_% DSL   _15_% T1/high-speed work

Frequency of use: _100_% <1 hour/week   _0_% 1–3 hours/week   _0_% 4–10 hours/week   _0_% 10+ hours/week

Time of use: _10_% Morning   _30_% Afternoon   _30_% Evening   _30_% Late night

Years online: *not really revlevent*
___% First year online   ___% 1–2 years   ___% 3–4 years   ___% Over 5 years

Platform: _70_% Windows   _28_% Mac   _1_% Unix   _1_% Other

Browser: _5_% Netscape   _40_% Internet Explorer   _55_% Other

activities

What (relevant) online activities do your users participate in?
___ *not really revlevent* ___
_____

site-specific profile

Who is your site geared toward?

❑ First-time visitors, new to your organization and site.

❑ Offline customers, familiar with your company but NOT the site.

❑ Returning visitors, familiar with both your organization AND your site.

● All of the above.