

Site Specification – Web Design

1) General Information – just the basics

Your Hosting Service: powweb.com

Your Website Idea: A site that provides the means by which artists can put their fandom art onto items such as tee-shirts and phone cases and can be available for sale by consumers

Service or product that will be sold: Fandom merchandise such as tee shirts, hoodies, phones cases, posters, hats, etc.

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

1. Popular Fandoms
2. Popular Items
3. Popular Artists/Sellers
4. Stared Items
5. Your Profile

Current URL (or desired URL): fandommerch.club

2) Who?

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

~Fandom societies, artists who want to sell their work, rights holders who want to sell merchandise

3) Value

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

~I create a central place where fans who want merchandise for their fandoms and artists who want to make money from their designs come together in a symbiotic community

What do you offer that is different from your competition?

~A sense of community, almost like a social media site, for members of all fandoms to connect with each other through art and fun merchandise.

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

~Consumers or buyers will want to show off their cool merch to their friends, and advertise their affection for their fandoms. If someone was part of the Hunger Games fandom and wanted a cool shirt, they could go to fandommerch.club and go to the Hunger Games shop to find cool designs. Artists who also love their fandoms can create designs and make money from

them listing them in the respective fandom shop on Fandom Merch and for customers to see.

Rights holders (or anyone else) who are already manufacture merchandise themselves can list their items on Fandom Merch with links to where they are available on their own sites. Because fandommerch.club is so popular, they'll want to list their items on my site so more buyers can see it.

4) Perception

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

~That fans and artists can come together to create a symbiotic and social community

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

~Easy, fun, awesome, variety, helpful

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

~moviepilot.com

5) Content

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

~I will write the content

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.

~I want to have flashy animations, and gifs to make my website cool!

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

~Sellers will be required to create a profile so that customers who like something they make can see what other work they have done. Customers can create a profile too so they can star items, make comments, send messages, and connect their social media profiles

Need for secured transactions? (like online shopping)

~Yes

Any additional programming requirements? (like search functionality)

~Customers need to be able to search for a specific fandom (Legend of Korra, Hunger Games, Fault In Our Stars, ect.), and for what kind of merchandise they are looking for (tee-shirts, hoddies, coffee mugs, ect.), it needs to be easy to find exactly what they are looking for. When an artist wants to sell a design for example an iPhone case, she/he will be required to list that design under a fandom (or multiple if it is a crossover), so when customers search for merchandise from that fandom they can see it.

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?

~ Social media profiles will be created for fandommerch.club on all popular platforms (facebook, Instagram, tumblr, ect). Many fans use platforms such as these to create profiles dedicated solely to sharing memes, gifs, fanfiction, and/or information about their fandoms, some gather thousands of followers! Fandommerch.club will can offer such prestigious accounts discount codes for a free hoddie as an example for them to promote the site. By staying active and interacting with other fans on social media fandommerch.club will gain followers and have more means of promoting itself.

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

~Fandom Merch will be marketed as an online store/social media site.

8) Updating

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

~There will be a place where questions can be sent in, so if I get a lot of questions about one thing I will update the content to make sure its clear.

How often should content change on your site?

~As often as needed

Who is responsible for updating and providing content?

~ Me

What software will they use to keep the site updated?

~filezilla