

Site Title: Intellitech

Development Roles: The exact roles are unknown at this time but each team member would be responsible for design and checking standards for a specific page in the website. All team members would evaluate each other's work and offer suggestions as well as support for site maintenance. All team members would also contribute to the site upkeep and overall quality/performance. One team member would handle e-mails for product support and advice while another would handle product sales. Another team member would be over SEO and marketing.

Need: Business and consumers need a one-stop location for electrical components and design recommendations. Unlike many other online suppliers of these components, Intellitech will offer the ability to not only purchase components but collaborate with other consumers.

Primary Focus: Provide business and consumer clients with ultra-high tech and efficient electrical components and systems.

Main Elements Outline: The site will feature an e-commerce section displaying the most current technological advancements in electrical components. The site will also offer an area in which consumers and business clients alike can share ideas about ongoing projects and seek support.

Content: Pages would include a home page, support page, products page, blog page for users and a primary contact page.

Target Audience: The target audience would include both business and consumers interested in the components for integration into other systems or as a standalone device.

Design Considerations: The main design goals for the website would be sales and brand marketability. Repeat business is expected to be the biggest contributor to a solid sales record as well as brand marketing by satisfied clients.

Limiting Factors: The main factors that would limit site completion are time available for site developers, available web space, quality of hosting company and inability to market the site well enough for strong traffic.

Development Schedule: Jan 18, 2011 Project Proposal Complete, Jan 20, 2011 Fine tune project, Jan 25, 2011 Complete basic layout for site, Jan 27, 2011 Continue Site work, etc...