

Site needs and goal

Project summary

1. For project 2 we have to create a commercial website that sells a specific product of our choice. It needs to be a minimum of 20 pages and include a catalog with a working shopping cart.
2. The main purpose of the site to sell a product. My product is cannondale mountain bikes which I have to create an effective website that promotes it.
3. The secondary goal for the site to sell accessories and other necessary items for bike riding.

Audience profile

1. The target audience will most likely be younger males ranging from teens to mid or late 30's. Due to the quality and expense of the bikes they will be avid bike riders who are active and in shape.
2. When the user visits the site they'll be able to search many different types of mountain bikes and accessories. There will be detailed info about each that the user can access. They will also be able to purchase the bikes through an online shopping cart and pay with any major credit card.
3. as the user is on the site I want them to get excited about buying a mountain bike. I also want them to feel like the layout and colors represent the outdoors and mountain bikes.
4. Professional, clean cut, and informative.

Communication strategy

1. The overall message for the site is to provide info for the cannondale mountain bikes and for the user to purchase bikes and accessories.
2. The message will be conveyed through the content, color scheme and layout of the site.
3. Specific goals: The site will have multiple pictures of the products being sold as well as detailed info and pictures of the specific bike.
4. The success of the site will be measured by the amount of traffic as well as the amount of products sold.

Competitive positioning

<http://www.mongoose.com/>

<http://www.marinbikes.com>

1. There are many different manufactures of mountain bikes. The two listed above have bikes similar to the cannondale brand.
2. This website will differ from the competition in its layout and color. Because mountain bikes are used off roach the site takes on a more naturalistic look.
3. All competition has a list of their bikes as well as detailed info about them. My site will also have this. They also use images showing the bikes in action as will mine.
4. n/a

Targeted message

All mountain bikes... all the time.