

Website Planning Worksheet

Once you understand your **website goals**, it is easier to figure out the right strategies and tactics for achieving them through the content, structure, and design of your website.

Organization Name: James Berbert

1) Purpose of creating or re-designing your website:

I am creating this website to create a portfolio showcasing my web development skills to employers.

2) Describe what you want the site to do or what the company does:

I want an attractive website that showcases my skills and myself to possible employers and to synthesize what I learned in this course.

3) What are your goals for creating or revamping a website?

I want an attractive website that showcases my skills and myself to possible employers and to synthesize what I learned in this course.

4) Qualities you want to convey: List at least five adjectives that describe your company:

1. aesthetic
2. artistic
3. literary
4. user-friendly
5. responsive

5) Competitors: Who's your competition? List their company names, web addresses, and a description of what they do.

My main competition are other people with web development certifications as well as graduates from coding bootcamps looking for entry level development jobs.

6) Favorite Sites: Please list five websites you like (include their Web addresses). Say why you like them and how they could be improved. These do not have to be in your field of expertise.

Site Name	Site Address
1. Bandcamp: It's simple, responsive, colorful, but with a good use of whitespace. The discover section could be stylized better. It looks tacked on as an afterthought.	https://bandcamp.com/
2. Ebay: Simpler and more straightforward UI than other similar sites. Good use of whitespace. Though it does have some unnecessary and irrelevant sections advertising things I don't want or need.	https://www.ebay.com/
3. Neelsville Presbyterian: Simple and sleek design that's responsive and uses color well. The photos used are lackluster though.	https://neelsville.org/
4. Up International Education: An attractive almost cinematic experience scrolling up and down the page which is immediately engaging. It can almost be a bit distracting though, and there's too much whitespace. Navbar is also unintuitive.	http://www.upinternationaleducation.com/en/
5. Teal Media: Flashy and informative homepage which feels cinematic yet the navbar and buttons are simple and static. The energy of the homepage doesn't carry through to the rest of the site.	https://tealmedia.com/

7) Least favorite sites: List five websites you don't like (include the Web addresses). Say why you don't you like them but what you also think is appealing.

Site Name	Site Address
1. Old Virginia Tobacco Co: Dated design with limited responsive elements and inconsistent styling, but is at least clear and easy to navigate for the most part.	https://www.ovtc.com/index.html
2. Craigslist: Bare bones design that hasn't been updated in decades and feels like it, though the interactive map is a nice touch.	https://www.craigslist.org/
3. YouTube: User based algorithm gives the illusion that it's your serviced customized to your needs. I'd prefer a homepage and some transparency about what's being recommended to you and why. Unattractive grid, feels like Ecommerce for propaganda.	https://www.youtube.com/
4. International Language Institute: Overly simple UI with low resolution stock photos and awkward spacing on navbar. The ilimd site looks slightly better.	https://ilidc.com/
5. WPFW 89.3 FM: Outdated and overly simple design. I think the strength is its simplicity but could definitely be redesigned with a more modern aesthetic in mind. Navbar feels fluid at least.	https://wpfwfm.org/radio/

8) Business Products / Services or Individual Qualities / Skills: List the top ten business products and/or services your business will provide. or if you are design in personal website, list the top ten individual qualities and skills:

1. determined
2. self-directed
3. collaborative
4. artistic
5. strong writing skills
6. intellectually curious
7. adaptive
8. flexible
9. efficient
10. dedicated

9) Selling points: Why are your organizations, your products or your services that are better than your competition or your best quality and skills:

My strong communication skills, my talent as a writer, and my artistic eye will set me apart from my competition.

10) User visits: Why will people come to your site? How will they find it? What will bring them back?

Job recruiters or fellow web development students will be the primary visitors to myself to view the front-end web development course curriculum and to see examples of my work.

11) Target Audience: Who do you want to find you? (age, education, job status, economic status, role in the community, area or region,) Describe your typical visitor as best you can.

Job recruiters for junior developer positions, but likely future students will also view my site as an example of past course material covered.

12) Secondary Audience: What other people may visit your site?

Family or friends who are interested in my growing development skills, or other students taking a similar course.

13) Technical: How technically savvy will your average visitor be?

Reasonably so, at least enough to understand the basics of web development.

14) Usability: Will your visitors be likely to browse or hit the high points?

The website is pretty straight forward so browsing the whole thing is accomplished in a few minutes.

15) Site Analytics: How popular do you need your site to be? What results would you consider to be success?

Not very, because this is primarily for personal and entry-level professional use.

16) Site Features: What special features do you think your website should include? (e.g., calendar, forum, login, price comparison chart, contact form, schedules, media) How will each feature support your business?

A working contact form would be excellent. I still have to figure out how to fully implement that, but I think it requires some work with PHP which is currently beyond my skillset.

Please keep in mind the following Best Web Practices guidelines:

- A. White backgrounds for text areas provide greatest readability for all ages and eyesight capacity.
- B. Colors should be used as accents not bold backgrounds.
- C. Animated graphics can be fun but since they slow down page loading and can be distracting, they should always be used sparingly and set up so they can be bypassed for speed.
- D. Visual clutter can dilute your message. It's best if you focus on one graphic, one logo, one page element, rather than trying to crowd too much onto any one page.

17) Navigation/Menu of pages: For easiest use, each page should have navigation to all other pages on your site. Your contact information and an email contact should also be provided on every page. Plan your pages using the following checklist (starred pages are considered mandatory).

- *home/index
- *about page
- *contact page

Other pages/features:

- Events/news
- Newsletter sign-up
- Frequently asked questions (FAQs)
- Location, directions, map
- Company directory
- E-commerce, # of categories _____, # of products _____
- Local or industry navigation links
- Calendar of events
- Site search box
- Request or response forms

- Email address collection for particular giveaway, such as a special report or a coupon
- Guest book for comments
- Chat
- Live chat, customer service
- News feed for your industry, headline news or stock information from a service
- Quick links page that your customers can add interesting links to
- Affiliate advertising selling other products and earning commissions from other web pages
- Animated images
- Shockwave/flash animations
- Video, sound, music

What other features would you like?

CSS animations would add an attractive flare to my website.

How will they serve your business?

They will be aesthetically pleasing as well as showcase my ability to implement them in code.

I recommend you consider undertaking:

- An audit of your existing content (including images, media, downloads, and structure, as well as text)
- An analysis of how your content supports your business goals
- An assessment of resources available to create content.

Are you well-fixed for content? Will you need to revise your content or create new content?

I have a good foundation for content. I considered adding things like examples of writing and a portfolio of my photography but I think that takes away from the streamlined focus of a simple website showcasing my web development skills learned in this course.

18) Marketing: Having a website is different from creating and maintaining a Web presence. You need to work at it. Think about what you can do yourself and what kinds of services you need to hire, including search-engine optimization, social media integration, and online advertising.

What are your needs?

N/A

What are your resources?

N/A

19) Process:

1. Once people decide to begin a Web design, they are often impatient to get it completed quickly. Ask yourself how ready you are to begin the process.
2. Do you have all the content you need, including text, media, and graphic elements like a logo? Is it in good shape?
3. Do you have the staff to marshal, vet, improve, and/or create content?
4. Have you assigned someone to be the project manager or the liaison with your Web design firm?

What is your target start date? 11/15/21

What is your target completion date? 12/31/21

20) Technical Skills:

1. Do you plan to make frequent or significant changes to your site?
No
2. Do you feel confident in your own computer skills to learn how to make those changes, or will you need ongoing guidance and support, such as a webmaster?
Yes
3. Have you budgeted for the service?
No

21.) Responsive Web Design Framework (RWD)

1. **What type of Framework do you want to use – HTML, CSS, or JavaScript?**
CSS
2. **What Framework have you selected?**
I made one Bootstrap website and one W3.CSS website