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: Unearth Arts

1) Purpose of creating or re-designing your website:
The purpose of my website is to display my own art, while allowing others to display their art if they choose to.

2) Describe what you want the site to do or what the company does:
   I would like the site to display any uploaded art in an organized and appealing fashion, in order to provide a comfortable experience for artistic consumption. The company would have a focus on generating user traffic by creating an environment where users can easily share and discuss their art on the website, while also exposing the brand through external sources of media.

3) What are your goals for creating or revamping a website?
When creating a website, I would like it to serve its main function of displaying my own art, while allowing the users to have additional utilities that would compel them to remain on the website for longer periods and return to the website at later times.

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

1. Creative **2**. Expressive **3**. Inclusive **4.** Adaptive **5.** Diligent

5) Competitors: Who's your competition? List their company names, web addresses, and a description of what they do.
   • *Deviant Art* - https://www.deviantart.com – They are an art website that allows artists and users to connect and freely share their art.
   • *Behance* - https://www.behance.net – A platform for artists to display and advertise their works.
   • *ArtStation* - https://www.artstation.com – A site meant for artists to post their art portfolios, with the possibility of being recruited by members of the industry.

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. Youtube	https://www.youtube.com
2. Yahoo	https://www.yahoo.com
3. Tumblr	https://www.tumblr.com
4. Reddit	https://www.reddit.com/
5. Pinterest	https://www.pinterest.com/

1. I like this website for its variety of media content that can be organized and sorted through right from the home page. I can get a quick glimpse of the featured videos that I might be interested in. Some of the notification boxes/alerts you get when signed could be toned down. The suggested videos section could be more diverse.
2. A good website to get a quick fix for recent news. The site is a bit clunky and cluttered. A lot of images, videos, and ads in places that make trying to read short articles a bigger task.

3. A fun and inviting social platform with a large variety of content for quick consumption. A few tweaks in design (color and text size) could make the content more readable when viewing a user's page.

4. Another content filled platform with posts ranging from businesses to average users which allow for user feedback on each post. The website seems to have an infinite scroll when browsing which can take up space on your device and cause things to slow down depending on how much media has been viewed in one session.

5. A good website for creating a digital bulletin of images, topics, and ideas that are relevant to the user's interests. This site can't be accessed right away unless you have an account or access the website through another link. While signed out, you are constantly prompted to sign up, which could be adjusted for a better user experience.

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. Best Buy	https://www.bestbuy.com/
2. Walmart	https://www.walmart.com/
3. Amazon	https://www.amazon.com/
4. Uber Eats	https://www.ubereats.com/
5. Microsoft	https://www.microsoft.com/en-us/

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. Site Merchandise
2. User Private Messaging
3. Forums Page
4.Personal User Profiles
5. Mobile App for website access
6. "Comments" section for each art piece
7. "Like/Upvote/Thumbs-Up" system for
works of art
8. "Follow" option for users to mark
favorite artists
9. "Featured" page/section for popular
posts
10. Developer Contact / User Support page
for mutual feedback regarding the website

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

We will do our best to provide a welcoming environment for our users, listen
to the feedback of our users, make any changes that are within our ability,
and ensure our community has a good relationship with each other, and the
site developers.

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

People will come to our site because it will allow them to express their creativity, archive their work, establish new relationships, and learn from other artists that have posted. They will find the website through marketing on social media and "word-of-mouth" (users can tell other people about the website). The variety of art, community, and prospects of new relationships will bring people back.

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.

The typical visitors will be individuals seeking to display their art on a digital platform for critique or self-fulfillment, and individuals who are looking to admire works of art from various artists. Anyone who has access to the internet would be a welcome user of our website, as long as the integrity of the community is maintained.

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

Anyone that is interested in a large assortment of various artworks and artists would be likely to visit the website.

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

The average visitor of my website would likely have an average, or slightly above average knowledge of technology.

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

The inclusion of a browse feature would be on the list of features to include, as it would allow users to narrow down what artistic content they are shown upfront.

15) Site Purpose: What do you want visitors to do when they get to your site?

I would want visitors to look around and get a feel for the website; Look at any art pieces they might like and bookmark them. Hopefully they find a reason to stick around or return to our website as a registered user and content poster.

16) Site Goals: In what ways do you expect your website to support your business?

Although a big part of the website would be the growth of viewer and user traffic, I could include my own art as merchandise, or include options for users to have their artworks printed and sold through our website at a competitive price.

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

Considering the site is very niche and there are several strong competitors, I would consider 50 to 100+ viewers a day would be a strong starting point.

18) 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?

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 thantrying to crowd too much onto any one page.

I would like to include these features:
Forum- allows interaction between user of the website and facilitates community growth
Login- allows the user to have a customized personal experience on the site as well as establish themselves within the website community
Contact Form- allows visitors to ask questions and receive feedback from the developers

Media- allows users to indulge further in user/developer content on the website (could include things such as short movie clips, animations, GIFs, advertisements, audio, etc.)
Developer Newsfeed- section on the website intended for updating visitors on the progress of the site development.

20) 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:
_x_ Events/news
__ Newsletter sign-up
_x_ Frequently asked questions (FAQs)
__ Location, directions, map
_x_ Company directory
__ E-commerce, # of categories_____, # of products_____
__ Local or industry navigation links
__ Calendar of events
_x_ Site search box
_x_ Request or response forms
_x_ Email address collection for particular giveaway, such as a special report or a coupon
__ Guest book for comments
__ Chat
__ Live chat, customer service
_x_ 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
_x_ Animated images
__ Shockwave/flash animations
_x_ Video, sound, music

What other features would you like?

"Random Image" feature – adds spontaneity to the user experience by giving the user a random image from a random artist, with options to explore more of the artist's works.

"User Spotlight" feature – shows the top viewed artists of (week/month) and top viewed *new* post of the (day/week).

How will they serve your business?

These features will make the website more engaging and interesting, and incentivize users to upload and share their works of art for a bit more recognition (if they desire it) and artistic encouragement.

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?
Initially, I would be uploading my own works of art to be displayed on the webpage, so the content contribution on that end would be potentially endless. If users decide to join and contribute, the webpage would be updated and adjusted as necessary to improve user experience.

22) 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?

As the website grows, the need for further assistance would as well. To start, I could maintain a basic website structure for the core purpose of uploading my works of art. From there I would expand the website along with the development team in order to fulfill any new development endeavors that I may not be able to handle alone.

What are your resources?

My basic knowledge of front-end web development and its components, a computer, a mobile device, and access to the internet.

23) 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.

   I am not ready at the moment.

2. Do you have all the content you need, including text, media, and graphic elements like a logo? Is it in good shape?

   I have some content that could be included on the website, but a lot more would be needed to establish a foundation for this website project.

3. Do you have the staff to marshal, vet, improve, and/or create content?

   I do not have any staff.

4. Have you assigned someone to be the project manager or the liaison with your Web design firm?

   No.

What is your target start date?

Any time.

What is your target completion date?

Indefinite.

24) Technical Skills:

1. Do you plan to make frequent or significant changes to your site?

Ideally, yes, I would like to make frequent changes to my site to allow it to perform well.

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?

I am willing to learn more computer skills to accomplish this job, but I would need ongoing guidance and support to facilitate the process.

3. Have you budgeted for that service?

No.