

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: George Zamora

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

As a candidate for the Front-End Web Development Certification offered by Montgomery College it is required to create this site as a final project to present the skills and materials learned during the course.

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

The site should be able to easily communicate my skills and experience in web development to my current or prospective employers.

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

I would like to use the site as a portfolio of my academic achievements, work experience and web development projects that I can share with my employer or for future career advancement.

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

1. **Knowledgeable**; of the most current technologies used in web development
2. **Adaptable**; how my experience allows me to adapt to any need of my organization
3. **Reliable**; letting the clients know what my skills and strengths are to create reasonable expectations of the work that can be completed
4. **Confident**; having the right skills and knowledge necessary provide the level of confidence to decide what projects can be taken on and what projects cannot.
5. **Entrepreneur**; always willing to take on a new challenge, find solutions and facilitate the completion of projects.

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

In my current position I do not have any direct competitors. I am part of a highly functional unit that is currently well trained in web development,

therefore I want to improve my skills to be at the same level as my teammates and contribute further to our unit goals.

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
<p>1. Smithsonian National Museum of Natural History. I really like this site because it is highly interactive and well organized as well as visually appealing to many different groups.</p>	<p>https://naturalhistory.si.edu/</p>
<p>2. Shutterfly. While the company has a myriad of products and services available, navigation is very easy and the whole site is very user friendly.</p>	<p>www.shutterfly.com</p>
<p>3. Apmex. The site has a nice simple look to it and the navigation is easy. The products are well presented and their search options are user friendly.</p>	<p>www.apmex.com</p>
<p>4. Marriott Hotels. The site is appealing as the industry has to rely in landscape imagery which is perfectly presented. The navigation is simple and it guides users through the process of booking reservations in a straightforward pattern.</p>	<p>www.Marriott.com</p>
<p>5. Native Voices. I like the simplicity of the site, the imagery and layout is appropriate for the topic and audience and the material is not overwhelming. It also</p>	<p>https://www.nlm.nih.gov/nativevoices/exhibition/index.html</p>

provides access to additional resources instead of saturating the site with additional information.	
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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. Treasury Direct. For an official government site, the look and feel of the site feels almost as it was made a couple of decades ago. While the functionalities of the site are well crafted, the overall look and navigation is poorly designed.	https://www.treasurydirect.gov/
2. Kitco. The look and navigation of this site are terrible, too much scrolling, articles and data overload. The multiple charts and imagery feel more like ads and distract the user.	www.kitco.com
3. Kurzgesagt. This organizations focus is to create info videos for YouTube. While their graphic design is well crafted, their website is mostly visual and lacks enough information about the topics presented.	https://kurzgesagt.org/
4. Age of Empires. The official site for this video game is just a mixture of broken links and poorly edited text. A lot of pages display text on top of images that make it impossible to read and apparently some links have been dead or mapped incorrectly.	https://www.ageofempires.com/

<p>5. City of DC official site. DC's official web site is well organized and functional but could improve their graphic design to improve the feel of most of its pages, some info pages also could use some additional navigation to reduce the scrolling needed to review the information presented.</p>	<p>https://dc.gov/</p>
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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. Web development and web content creation
2. Technology solutions
3. Technology management
4. Graphic design and marketing
5. Proven record of completing projects
6. Academic validation
7. Modernization processes
8. Agile project methodology
9. Information Systems Transformation
10. Staff training and mentorship

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 experience in multiple fields makes me a unique candidate capable to adapt to different problems and bring out of the box solutions that other candidates may not be able to. My knowledge and continuous skill improvement also makes me a prime candidate to work under different team environments and projects.

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

This particular site is catered to current and prospect employers to illustrate my knowledge and skill in technology. It is a site that might be shared during a job interview, performance review or position upgrade.

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.

As expressed before, my target audience would be employers or work teams that will need to get idea of my skills and capabilities to create technology solutions. Most of these users should be already professionals who work in the technology field and would have the need to evaluate and validate my credentials in order to invite me to participate in their projects.

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

Friends or students who would like to know more about what I do for work or would like mentorship in the technology career field.

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

Intermediate-Advanced. For the most part the site would be shared with other professionals who already understand web development so they can get an idea of how I can be of value to their organization.

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

Absolutely, the information presented has been exclusively curated to highlight my achievements in the technology field without expanding into other irrelevant areas.

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

For this particular case, site traffic is of minimal importance as I am not currently looking for a new job so I am not marketing my skills. However, if the situation arrives, I would like to have my site available to the highest number of prospective employers.

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?

For this site, contact information and a chart highlighting the level of expertise of my skills would be the most necessary and relevant features.

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.

I have carefully applied some of these suggestions without sacrificing the personal touch to the graphic design of the 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?

Charts and timelines

How will they serve your business?

These will guide the user through the information presented and structure the content presented

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 carefully curated the content and images that I will use for the site, as always, before the site goes live I will do a thorough review of every item to guarantee accuracy before production.

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?

In this particular case and when the need arises, the use of social media would be the best approach. Since the content is mainly for career purposes I would probably rely more on LinkedIn and career sites like Indeed.

What are your resources?

Dedicated Desktop, access to the necessary software to maintain the site and professional network that could assist me if the need arises.

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? 7/13/2022

What is your target completion date? 7/27/2022

20) Technical Skills:

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

Only if strictly required

- 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, while this is the first time I take a formal course on web development I have been able to create quality web content without any formal training prior to this project

- 3.** Have you budgeted for the service?

I have not

21.) Responsive Web Design Framework (RWD)

1. What type of Framework do you want to use – HTML, CSS, or JavaScript?

A combination of all three of them for maximum experience

2. What Framework have you selected -

Bootstrap