**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: Camila Bryans Resume

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

My main goal is to start working as a front-end web developer, so creating this website is going to help me consolidate the topics that I studied during the course, and I also will be able to put in practice the skills that I learned. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

I want this site to show a summary of the different things that I can do as a developer. That is the reason why I will do my resume in the website.

Create a portfolio to show the learned skills and the tools that I am ready to work with. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

I vision this website as a support documentation of the course I took, listing the different set of tools I acquired in order to be prepared to work as a web developer

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

1. Creativity

2. Attention to detail

3. Eagerness to learn

4. Self-development

5. Proactivity

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

Front-End Developers

Software Engineers

Full-Stack Developers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**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. Indeed | [www.indeed.com](http://www.indeed.com) |
| 1. Bloomberg | [www.bloomberg.com](http://www.bloomberg.com) |
| 1. CNBC | [www.cnbc.com](http://www.cnbc.com) |
| 1. ESPN | [www.espn.com](http://www.espn.com) |
| 1. Booking | [www.booking.com](http://www.booking.com) |

1. Indeed: Easy to use, useful filters. I would take away so much spacing. The information of the job roles could be displayed differently so the user doesn’t have to scroll that much.
2. Good navigation bar. I would try to put the advertisements on the side instead of between paragraphs as it is distracting.
3. Good navigation bar with dropdown. I noticed that you need to scroll down a lot to see main news because they are divided by section. I would change this showing the main news on the first page without having to scroll down.
4. ESPN. It has quick links, shows the top events on the top of the page, top headlines without needing to scroll down. I don’t like that as you scroll down the page more news keep appearing, I would include a button giving the option to show more news.
5. 5. Booking. Good navigation bar, easy to use. I would add the option to check prices for estimated dates, instead of having to choose a specific flight date.

**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. Amazon | [www.amazon.com](http://www.amazon.com) |
| 1. Kayak | [www.kayak.com](http://www.kayak.com) |
| 1. Mercado Libre | [www.mercadolibre.com.ar](http://www.mercadolibre.com.ar) |
|  |  |
|  |  |

1. Amazon: I find Amazon web page confusing, there is a lot of buttons, lists, dropdowns, duplicated information, that I don’t find them helpful. I use the search engine which I believe it is better. Once I look for something it is very easy to finish the purchase.
2. Kayak. Lack of color, duplicated buttons, not so many filters, I would add price range, flight duration, with(out) stops. I like the hamburger menu to show the different sections, but I think a navigation bar would be better.
3. Mercado Libre. Excess of advertisements and links to deals. I find it confusing and difficult to find the section I need.

**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. Creativity

2. Attention to detail

3. Eagerness to learn

4. Self-development

5. Proactivity

4. Enthusiasm

5. Commitment

6. Productivity

7. Responsible

8. Meet due dates on time

9. Able to work under pressure

10. Follow guidelines

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

I started to work when I was in college and that gave me a lot of discipline whenever I had to study. I did two internships in excellent companies meanwhile I was studying and that helped me to become a young professional. After graduating from college, I continued to work in international job roles, which allowed me to work with people from all around the globe. After realizing I didn’t like accounting, I started to study web design and web development. To the present, I keep learning new technologies and adopting new skills to become an excellent web developer. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

My target are recruiters and I believe they are attracted to a well-designed, clear and complete portfolio, not too long but not too short, one that has just the important information. I think a good resume leaves people with a feeling that you can accomplish a lot of achievements. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**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 I am doing my resume and I expect recruiters to look at it, demographic data such as age, education, or economic status are not relevant on my target. However, as I would like to work in Australia, I would like my visitors to be from that country. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

I believe people who want to become web developers might visit my site to have an idea of the requirements that they need to meet in order to find the appropriate course. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Since some recruiters might work in the HR area, they are not going to be very technically savvy. However, there are several startups where the developers do the interviews and look up for the next employee. In those cases, they are going to be experts in the field, so visitors will be both experts and non-experts. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
**14) Usability:** Will your visitors be likely to browse or hit the high points?  
  
The visitors will be likely to focus on the relevant information. In case they are interested, they may read in detail the entire page. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
**15) Site Purpose:** What do you want visitors to do when they get to your site?  
  
I want the visitors to think that my website looks amazing and that the design is pretty.

I want them to have interest in contacting me to get to know more about my experience and my personality.   
  
**16) Site Goals:** In what ways do you expect your website to support your business?  
  
If people see an amazing website, they are likely to think that the developer can do more high-quality work. It is very important for a developer to have an excellent portfolio because that is our first impression. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**17) Site Analytics:** How popular do you need your site to be? What results would you consider to be success?  
  
I believe that 5-10 visits per day is a good amount.

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**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?  
  
There could be a chart showing in percentages how much knowledge I have in certain topics. As it is a resume, I think that keeping it simple will be the best choice.

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.



**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:

\_\_ 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? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How will they serve your business? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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 need to revise my content and make some updates, but it is mostly done. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**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? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What are your resources? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**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.
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? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your target completion date? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**24) Technical Skills:**

1. Do you plan to make frequent or significant changes to your site?
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?
3. Have you budgeted for that service?

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