

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:

1) Purpose of creating or re-designing your website: I Marshet Biru Frontend Developer with proficiency in W3.CSS and Bootstrap, my goal is to showcase my skills and projects through this portfolio. I aim to demonstrate my ability to create efficient, user-friendly, and aesthetically pleasing websites using these powerful frameworks. This portfolio serves as a testament to my ability to create responsive designs, write clean code, and work with the latest web technologies.

2) Describe what you want the site to do or what the company does: My portfolio website is a comprehensive platform designed to showcase my skills, projects, and experiences as a Frontend Developer. It highlights my proficiency in frontend development, particularly in using frameworks like W3.CSS and Bootstrap. The site features a dedicated section for my projects, each accompanied by a brief description, the technologies used, and where possible, screenshots or live demos. It outlines my professional experiences, roles, responsibilities, and achievements in a clean and concise manner. The site ensures that my contact information is easily accessible for potential employers or clients. Reflecting my skills in W3.CSS and Bootstrap, the site itself is a testament to my ability to create responsive and user-friendly web designs, ensuring an optimal viewing experience across a variety of devices. If I enjoy writing about my experiences or sharing my thoughts on the latest web technologies, I could include a blog section. Ultimately, the goal is to make the site a reflection of me as a developer.

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

Showcasing My Skills
Highlighting My Work
Improving User Experience
Encouraging Contact
Demonstrating Responsiveness

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

1. User-friendly
2. Responsive
3. Professional

- 4. Informative
- 5. Dynamic
- 6. Accessible

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

NA

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. Netflix	https://www.netflix.com
2. YouTube	https://www.youtube.com
3. Discord	https://discord.com
4. Instagram	https://www.instagram.com
5. Amazon	https://www.amazon.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. Google	https://www.google.com
2.	
3.	
4.	
5.	

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. Technical Skills
- 2. Soft Skills
- 3. Education & Certifications
- 4. Portfolio of Work
- 5. Testimonials & References
- 6. Awards & Recognition
- 7. Personal Projects
- 8. Contact Information

9. Languages

10. Volunteer Work & Other Interests

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

NA

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

People will come to my portfolio site to learn more about my skills, experience, and the work I've done. They might find my site through search engines, social media, professional networking sites, or direct referrals. What will bring them back is the quality and relevance of the content I provide. Regular updates showcasing new projects or skills can give visitors a reason to return. Additionally, providing valuable insights or resources related to my field of expertise can also encourage repeat visits.

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.

I want companies and employers to find me.

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

I need my school friends and professor to visit my site for recommendation and, I want them to share my site for employers.

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

They do not need to be technically efficient to navigate my website, it is easy for everyone to navigate.

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

My website is easy to navigate, visitors are more likely to browse and explore different sections.

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

would you consider to be success?

In terms of my website's popularity, I would expect success to be reflected in several ways. Firstly, an increase in the number of views my portfolio receives would indicate a growing interest in my work. Secondly, if I start receiving more messages or inquiries through my website, it could suggest that visitors are interested in my skills and may want to work with me. Thirdly, if my website leads to job offers, interviews, or other professional opportunities, this would be a clear sign of success. Additionally, receiving positive feedback from visitors to my site, particularly from industry professionals, peers, or mentors, would be a strong indicator of success.

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?

I have a contact me form

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.

My website effectively adheres to the best web practices guidelines, promising a user-friendly interface that balances aesthetics with functionality. My plan is to use a clean, white background for all text areas, ensuring maximum readability. Colors are intended to be used strategically as accents, not as bold backgrounds, enhancing the user experience without overwhelming the senses. While my website does plan to feature some images, they are intended to be used sparingly and should not slow down page loading times. My website aims to avoid visual clutter by focusing on one graphic, one logo, and one page element at a time, ensuring that my message is clear and undiluted.

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?

I will include project and portfolio section.

How will they serve your business?

By featuring my projects in a dedicated portfolio section, I can effectively showcase my skills and the kind of work I've done. This gives visitors a tangible demonstration of my abilities as a Frontend Developer.

The website provides comprehensive information about my skills, experiences, and projects, making it a valuable resource for potential employers or clients.

A well-presented portfolio can attract potential employers or clients, increasing my chances of securing new opportunities.

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 might be well-fixed on some of the contents, but I will also revise some of them through time.

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?

I do not need a big marketing to promote the site, but I will use my social media to promote it.

What are your resources?

Now social media is my biggest resource which I am going to use.

Instagram, Twitter and LinkedIn.

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.

I am ready!

2. Do you have all the content you need, including text, media, and graphic elements like a logo? Is it in good shape?
Yes!
3. Do you have the staff to marshal, vet, improve, and/or create content?
Yes
4. Have you assigned someone to be the project manager or the liaison with your Web design firm? No! I am the one who is going to develop the website.

What is your target start date? 10/25/2023

What is your target completion date? 11/14/2023

20) Technical Skills:

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

21.) Responsive Web Design Framework (RWD)

1. What type of Framework do you want to use – **HTML, CSS, or JavaScript**
2. What Framework have you selected -

W3.css and Bootstrap