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: _Jason Brunn_

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

Portfolio of Jason Brunn

Showceasing talents/skills as a web Developer

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

Skills, Education, Resume

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

Showcease my Creetivity
Skills of web Development Via Content & Design
Attract possible Employmant opportunity in Web Development

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

1. Skils.
2. About me.
3. Education
4. Prospective Employers.
5. Goals.

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

Other Front-End Developers seeking employment

Freelance web Developers.

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

Problem-Solving -
Time management,
adaptability and Continuous Learning

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

To view skills I've aquired as a Front-End Web Developer. Word of mouth. Wanted a Freelance Web Developer. Or an Employer seeking Front-End Web Developer to hire

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.

employer's
Individual looking for freelance ~~website~~ web Development
Any Age.

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

Friend, Family
Word of mouth visitors.

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

As technology become more prevalent in our lives. the average visitor will have a basic level of technical knowledge Employer maybe more savvy.

_____
_____
_____
_____
_____

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?

_____

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? _____ ASAP. Oct 27TH _____

What is your target completion date? _____ Nov. 7TH _____

20) 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 the service?

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 -

_____ BootStrap , W3CSS _____

7. least favorite sites.

1. Craigslist — No CSS, Basic, cluttered, text size

2. Budgets are sexy — too much info, looks cramped
   ~~space of fields~~, lots of extra space.

3. Dollar tree — color scheme, doesn't appear organize
   lot of text to describe products.

4. ups. — underwhelming in design

5. yahoo — takes a bit to load, first thing I notice is
   a big ad instead of current web content

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6. Favorite Sites.

1. Espn. — organized

2. youtube — organized — a lot ~~videos~~ videos but does look
   cheap, simple

3. Amazon — location update, Quick fan information provided,
   interactive — count down close to MNF., organized
   Hit point in Nav Bar

4. The weather channel — Easy to use, Hit points located in
   Navigation bar.

5. Target — organization, color scheme, most important stuff
   up front at top of pages, location/update