**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: Hanna L

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

E-portfolio – to showcase my projects and skills in the sphere of web development.

**2) Describe what you want the site to do or what the company does:** To demonstrate prospective clients and employers the range of knowledge and skills I posses in front-end development.

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

Demonstrate my skills and experience in front-end development and design, to attract prospective employers and clients.

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

1. Skillful in front-end development

2. User-oriented

3. Creative

4. Problem-solving skills

5. Detail-oriented

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

Other professionals looking for employment as a front-end developer as well as freelancers.

**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. Wholegrain Digital | https://www.wholegraindigital.com/ |
| 1. Immeasurable | https://www.immeasurable.com/ |
| 1. Studio Yoke | https://www.studioyoke.co.uk/ |
| 1. Welcome | https://wearewelcome.com.au/ |
| 1. Sustainable Web Design | https://sustainablewebdesign.org/ |

Why I like the websites:

* Use of typography as main focus elements to structure and style pages and to make them stand out
* Logical and understandable structure
* High contrast – good readability

What can be improved: Three out of five websites’ loading speed can be improved). It takes some time to load all the animated elements and images.

**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. Kaiser Permanente | https://healthy.kaiserpermanente.org/maryland-virginia-washington-dc/front-door |
|  |  |
|  |  |
|  |  |
|  |  |

Kaiser Website – information architecture is not great. Although at the first sight the structure seems clear, information search on the specific topics is complicated and, in most cases, does not result in relevant information. Good typography and colors.

**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 design and development skills

2. UX design skills

3. practical experience with UX research methods

4. detailed-oriented

5. analytical thinker

6. creative

7. web accessibility skills

8. project management

9. remote collaboration with distributed teams

10. problem-solving

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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Majority of people will visit the site via the direct link that will be available in my job application or will be shared on my social media.

Prospective employers will visit the site to see the examples of my work and evaluate my skills in web development and web design. Prospective clients will visit the site to browse my portfolio and to get familiar with my previous projects to understand if they want to work with me.

**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.

Employers – medium-size companies (preferably creative agencies) looking to hire web designer/front-end developer.

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

Individuals/small organizations in need to build their own website. Might be freelances in need of their portfolio website, small entrepreneurs, nonprofit and community organizations.

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

Not particularly technically savvy in most cases. In some cases, hiring managers/supervisors in the hiring company might review the website to gauge my technical skills.   
  
  
**14) Usability:** Will your visitors be likely to browse or hit the high points?  
  
The most popular part of the website will be a section showcasing my projects. People might browse more to the About me section if they like the work I’ve done.   
  
**15) Site Purpose:** What do you want visitors to do when they get to your site?  
  
Get familiar with examples of my work and my skills and contact me for collaboration/work opportunities.   
  
**16) Site Goals:** In what ways do you expect your website to support your business?  
  
My website will showcase my projects, skills and expertise. The site will serve as a tool to promote myself as web designer. This allows me to land more work opportunities.   
  
**17) Site Analytics:** How popular do you need your site to be? What results would you consider to be success?  
  
This website is not for the general audience since I am not selling popular everyday items. In most cases, the link to the website will be shared with prospective employers and clients, so I don’t expect a high traffic to the website.   
  
**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?  
  
Contact form for potential clients to contact me.

In the future I am planning to add more media files (animations/videos/photos) that will show the web pages I have designed.

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.

**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 will need to create some new text content to describe my goals and learning outcomes.

**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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