

# 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: L.S. Martin Illustration and Web Design

1) **Purpose of creating or re-designing your website:** My purpose of creating my website is to have a portfolio site for prospective employers.

2) **Describe what you want the site to do or what the company does:** I want my site to inform the user about my skills and the courses I took during the certification program.

3) **What are your goals for creating or revamping a website?** My goals are to show the courses taken, what I learned during the courses, and show the projects that I worked on.

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

1. Modern
2. Sleek
3. Colorful
4. Driven
5. Professional

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

My competitors would be other developers who are seeking the same opportunities that I am.

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. Tesla – It is very modern and has the appearance of a fashion-forward magazine for cars.	<a href="https://www.tesla.com/">https://www.tesla.com/</a>
2. Vox – This site's color scheme is very appropriate for the content but there could be better organization in the asides.	<a href="https://www.vox.com/">https://www.vox.com/</a>
3. Computer Arts Magazine – This site is clean, sleek, and well-organized. They have multiple nav bars that let you see what trending and to simply navigate the site pages. The multiple bars may also make it confusing to navigate.	<a href="https://www.creativebloq.com/computer-arts-magazine">https://www.creativebloq.com/computer-arts-magazine</a>
4. The Pioneer Woman – It's very flamboyant, which could turn away some users. Once you scroll down	<a href="https://thepioneerwoman.com/">https://thepioneerwoman.com/</a>

slightly, it becomes very organized.	
5. Apple – Simple and clean. It could be improved with a video header.	<a href="https://www.apple.com/">https://www.apple.com/</a>

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. Cookie Clicker – The site isn't very polished. It feels like it's unfinished. However, it does clearly display its content.	<a href="https://orteil.dashnet.org/cookieclicker/">https://orteil.dashnet.org/cookieclicker/</a>
2. Cheddar – It's the opposite of Vox. It's busy. The color scheme doesn't match the content.	<a href="https://cheddar.com/">https://cheddar.com/</a>
3. Cartoon Brew – It's a similar to a storyboarding wall. It's not sterile but it's not cluttered. It's just a bit messy.	<a href="https://www.cartoonbrew.com/">https://www.cartoonbrew.com/</a>
4. Suzanne Collins – The site is very basic and it is unresponsive.	<a href="http://www.suzannecollinsbooks.com/">http://www.suzannecollinsbooks.com/</a>
5. Eatmypaint – The site is not responsive and is dominated by ads as well as table of contributor names. These elements need to be styled so they fit the site.	<a href="https://www.eatmypaint.co.uk/">https://www.eatmypaint.co.uk/</a>

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. Graphic Design
3. Branding
4. Typography
5. Illustration
6. Layout
7. Professionalism
8. Attention to detail
9. Color Sense & Theory
10. Flexibility

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 have a background in design and illustration which allows me to bring both quality layout and harmonious designs for the client and user.

10) **User visits:** Why will people come to your site? How will they find it? What will bring them back? Users will come to my site to read my credentials as a front-end web developer. They will find it primarily by me supplying them with the web address. They will come back because they will think that I am right for their job or project.

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.

My typical visitor will be someone between the ages of 36 and 54. They will be a hiring manager or a client interested in my services. They will be located in the Maryland, D.C., or Virginia area.

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

The other users that may visit my site are former classmates as well as potential clients from another demographic.

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

My average visitor will at least be able to navigate the internet using a web browser.

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

Yes.

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

My site does not require heavy traffic from the general public. If I receive 20 -30 views a month, I will consider my site to be a 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?

My site should include a contact form or contact section.

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.

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 would like an area that displays my skills in a clear and colorful way.

How will they serve your business?

I will use these features to convey my skills and knowledge.

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 new content such as section images.

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 may require search optimization in the future to promote my site. At the moment, I will only have word-of-mouth.

What are your resources?

My marketing resources will be business cards.

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?

I have all the content I need and it is in good shape.

3. Do you have the staff to marshal, vet, improve, and/or create content? I do not require a staff for this project.

4. Have you assigned someone to be the project manager or the liaison with your Web design firm? No, this is not needed at this time.

What is your target start date? April 25, 2019

What is your target completion date? May 14, 2019

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?

I feel confident that I can make the needed changes.

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?  
I would like to use a CSS framework.

2. What Framework have you selected – W3.CSS