

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:
Anastasia's Web Portfolio

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

___The purpose of this web design/redesign portfolio is to contain my professional achievements both current and past. The purpose is to be presented to future employers.

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

I want the site to present Anastasia in a professional way with the goal to find a job in the technology sector, in general, and in particular the Front-End Web Development.

3) What are your goals for creating or revamping a website? ___My goal is to show that I have acquired the skills from the courses in the Front End Web Development class to be able to find a job.

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

1. Simple Design. _____
2. Functional _____
3. Attractive _____
4. Informative _____
5. Accurate Information _____

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

___The competition is the students in the Front End Development Class who also are developing Portfolio web sites. _____

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. Google. Simplest and to the point!!! Very functional, brilliant.	www.google.com
2. Avatar. Simple and brilliant	www.avatargraphics.com
3. Profburnett. Nicely organized. Easy to use. Nice presentation.	www.Profburnett.com
4. BeatBoxMedia. Easy to use. Nice to look at and informative.	www.beatboxmedia.com
5. Microcenter. Lots of information but nicely presented. Easy to use.	www.microcenter.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. School of Art yale Univ. Expect more from Yale especially in art.	http://art.yale.edu/
2. Tag Team Signs. Bad. Confusing and not functional.	https://www.tagteamsigns.ne
3. MGBD Parts. Bad color use. Hard to read the text on the cars on the right.	http://www.roverp6cars.com/

4. Bad design, busy. Click on company and it is very bad.	https://barcel-usa.com/
5. Penny Juice. Really busy	https://pennyjuice.com

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. __ Simplicity. _____
2. __ Functionality. _____
3. __ Ease of use. _____
4. __ Accurate information. _____
5. __ Attractive _____
6. __ Pleasant__ (Nice color scheme used) _____
7. __ Compartmentalized functionally and appropriately. _____
8. __ Knowledgeable.__(Provide knowledge on a subject matter of the site. _____
9. __ Helpful _____
10. __ Current (keep updating) _____

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 long experience in software engineering and knowledge of what the Back End requires and how it works. I have used Oracle SQL for customers' requests. I have experience in setting up the Back End 3 tier architecture. I have experience in installing all the necessary software packages. With all the courses I attended for the Front-End web development certification, I have a knowledge of the Front-End development. As a software engineer I have worked for large and small corporations using classical programming, mainly, in C. I have experience writing code in C, C++, Bourne shell, ksh, and Perl. I have work experience with Unix, Linux, and Solaris.

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

_Once the user visits my site they will return. The reason is they will find the simplicity of the design and at the same time the desired functionality with the ease of use. The absolute recipe for a current well designed web site.

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 who wants to find an engineer to count on for the best solutions, the best practices, with the best and accurate information.

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

_People who want to find what kind of skills one must have to enter the work force or areas of study to get to the workforce.

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

There can be employers who are very technically savvy. Others who are not as technical but they know what/who they are looking for to work for them and their organization. It can be recruiters who know how to look at someone's Portfolio and draw conclusions on what they can do and what company they could be good for. They do that very well but they may not necessarily be very technically savvy.

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

___It depends on why they visit my site and what they want to find out. It could be either.

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

_Success will be when recruiters and employers visit my site and they contact me for further questions about employment. Getting employed is the ultimate 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?

Contact information is very important when someone is looking at my web site and wants to get in touch with me for further information for an interview. This is after they have looked at my employment history, which is very important to be included in my site. Moreover, the course list with all the projects I completed add information about my abilities for the Front-End Development work. These three areas are the most important for my web Portfolio site.

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?

The above are more than enough for the web Portfolio site. _____

—

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?

For now, I believe I am fine with content.

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?

__ Renting servers for test and deployment. Acquiring and maintaining the development environment like Dreamweaver. Software like Adobe Photoshop. Use other services if you cannot find something free. For example, there may be a logo needed and not be able to find it through the free sites. Then you have to consider a service where you can pay and design the logo that best fits the site.

What are your resources?

_ For now, I can do development using Dreamweaver. I also have Photoshop for images. I have a lap top Windows 10.

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?
- 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? _____

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 and

w3.css._____