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: *Bertina Battou e-portfolio*

1) Purpose of creating or re-designing your website: *The purpose of creating this website is to share with my professor, classmates and prospective employers, the accomplishment made during this class and to highlight my diverse work experience.*

2) Describe what you want the site to do or what the company does: *I would like for this site to clearly and concisely inform the reader of my newly acquired skills in Front-End Web Development.*

3) What are your goals for creating or revamping a website? *My goals for creating this website are to highlight my courses and to illustrate what I have learned. Moreover, this website provides evidence of what I have accomplished.*

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

1. Reliable
2. Creative
3. Adaptable
4. Insightful
5. Efficient

5) Competitors: Who's your competition? List their company names, web addresses, and a description of what they do.
In this particular case, my competitors are not companies, but individuals who are pursued by the same potential employers. Most likely younger students with a much more recent degree.

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	Likes	Improvements
1. Amazon	Amazon.com	User friendly.	Simplify international shipping.
2. Maryland University	Umd.edu	Well organized and easy to navigate.	Some pages have too much red print.
3. Sudoku	Sudoku.com	Easy to start new game.	Allow user to select and use number multiple times.
4. Hulu	Hulu.com	User friendly	Offer preview of movies.
5. Costco	Costco.com	Carousel allows quick preview of sale items.	Allow comparison of more than 4 products.

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	Dislikes	Appeals
1. Capital One	Capitalone.com	Poorly Organized.	Once logged in easy to navigate.
2. bonappetit	Bonappetit.com	Too many advertisements.	Embedded videos of recipes.
3. YouTube	Youtube.com	Video series are not always filtered well.	Variety of mostly good content.
4. Wayfair	Wayfair.com	When viewing style ideas, not all products are clickable.	Ability to see product in home before purchase.
5. Testudo (UMD)	testudo.umd.edu	Not available 24/7.	Organized well.

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. Positive work ethics and professionalism

2. Responsible
3. Detailed-oriented
4. Ability to adapt and be flexible allowing for openness to new concepts
5. Experienced professional capable of working independently or with team
6. Interpersonal abilities to interact well with clients as well as with peers
6. Resourceful
7. Self-motivated
8. Initiative
9. Effective communicator with excellent listening and writing skills
10. Critical thinker with the ability to problem solve

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 am a highly motivated, experienced professional with the ability to work well with others across all sectors and at all levels.

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

People will initially come to my site because they are potential employers interested in finding candidates. They can easily find it by searching "Web Design". Users will come back to my site because they are impressed by the look and feel.

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 potential visitor would be a hiring manager. Due to our global society and the ability for most IT services to work remote, this manager may be located in where.

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

Secondary audience could be current or future students in the Front-End Web Development Certificate program.

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

My site will be designed to be as user friendly as possible, therefore it will not take a highly skilled visitor to be able to navigate the site and find what they are looking for.

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?

Popularity is not essential in this situation. It difficult to place a quantitative amount on results or the number of visits. I would consider my site a success when it is viewed as helpful by other students.

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?

A contact form is necessary to support the purpose of this e-portfolio. Without it, I would not be able to communicate with potential employers.

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).

X *home/index
X *about page
X *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?
At this time, no other features are needed.

How will they serve your business?
N/A

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 am well-fixed for content. At this time, I foresee no need to revise or create new 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?

For this particular website, I do not anticipate the need for other services.

What are your resources?
At this time, other than myself, not other resources are needed.

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?**
   Currently, most content is ready and is in good shape. All content will be ready and in good shape before I began.

3. **Do you have the staff to marshal, vet, improve, and/or create content?**
   Staff is not necessary at this time.

4. **Have you assigned someone to be the project manager or the liaison with your Web design firm?**
   For this site, I assume all roles including PM.

What is your target start date? *April 15, 2020*

What is your target completion date? *May 15, 2020*

20) Technical Skills:

1. **Do you plan to make frequent or significant changes to your site?**
   Changes will be made when necessary. At this time, it is difficult to determine how frequent or significant those changes may be.

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 to make those changes.

3. **Have you budgeted for the service?**
   A budget is not necessary in this case.

21.) Responsive Web Design Framework (RWD)

1. **What type of Framework do you want to use – HTML, CSS, or JavaScript?**
   HTML

2. **What Framework have you selected** -
   Bootstrap