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: *Bobby Ghahrmani 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 shows my knowledge and my abilities to develop a web pages and web sites based om my needs or my client request .it is very important to be up to date and develop in

3) What are your goals for creating or revamping a website?
 Increase sales. Objectives: Search engine optimization, well-organized content, user-friendly site, effective calls to action, increase conversion rate.

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

1._information about the company_____
2. _products_____
3. _structure_____
4. __goals_____
5. __services_____

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

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. Amazon (I think this is the biggest website or	www.amazon.com

2. Imdb.com (greatest database website)	www.imdb.com
3. Netflix (design and content)	www.netflix.com
4. Skysports.(content)	www.skysports
5. Samsung (great design , user friendly)	www.samsung.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. Macys (Design not upgrated for long times)	www.macys.com
2. Spotify (main page it doesn't gives you enough information)	www.spotify.com
3. Twitter (is not easy to work with for the first time)	www.twitter.com
4. Honda (it is very confusing , too many pictures in home)	www.honda.com
5. Wikipedia (it is time for change , too old)	www.wikipedia.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. Home
2. About
3. Products
4. Resources
5. Pricing
6. Contact us
7. Graphic design
8. User friendly
9. Easy Access to information
10. Advertisment

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 working base on my client need , I do lots of research befor start my job , everything should be comes on paper first the I know what do I need for my design , I believe web designing as an great art. So in this particular website I am trying to show my abilities to my customers.

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

Because they will find what they need . I try my best to provide enough information for them , I will design my website based on their needs ,enthusiasm ,communication skills and flexibility.

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.

This is a portfolio for me so I hope it will be seen by recruting company , and companies that are looking to hire web developer.

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

Blogger, students , other web developer

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

Its hard to say it could be more than average.

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

That's my goal to be like that .

15) Site Analytics: How popular do you need your site to be? What results would you consider to be success?
If I can find the good job position based on my design its mean I did my job well done.

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?

for this particular site contact menu , link to my social media , my other web design .

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.

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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).

_Y_ *home/index
_Y_ *about page
_Y_ *contact page

Other pages/features:
_Y_ Events/news
_N_ Newsletter sign-up
_N_ Frequently asked questions (FAQs)
_Y_ Location, directions, map
_Y_ Company directory
_N_ E-commerce, # of categories_____, # of products_____
_N_ Local or industry navigation links
_N_ Calendar of events
_N_ Site search box
_Y_ Request or response forms

___ Email address collection for particular giveaway, such as a special report

or a coupon
_N_ Guest book for comments
_N_ Chat
_N_ Live chat, customer service
_N_ News feed for your industry, headline news or stock information from a
    service
_N_ Quick links page that your customers can add interesting links to
___ Affiliate advertising selling other products and earning commissions from
    other web pages
_Y_ Animated images
_N_ Shockwave/flash animations
_N_ Video, sound, music

What other features would you like?
 I think you mentioned all.

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?

_____
_____
_____
_____

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?

My need is to learn about them because this is my first time designing a website.

What are your resources?

Mostly google w3school linkedin learning

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?
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 need Support

    3. Have you budgeted for the service?
No

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 - I select folio bootstrap site and
If is possible I would like to design my own w3 website.