

# 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: Tram Minh Le

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

- To Share my portfolio with prospective managers, friends, and others peers.
  - To achieve what I have learnt in the past 3 months about Front-End Web. Dev.
- 
- 
- 

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

To give the clear basic knowledge in Web Dev. for my visitors.

---

---

---

---

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

-Provide informative contents, highlight my courses, and share my own hobbies/interests.

---

---

---

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

1. Understandable
2. Informative
3. Usability
4. Reflective
5. Relaxing

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

I think there are peers who also will be graduating in web designers, and others who have experience before.

---

---

---

---

**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	amazon.com
2. Yesstyle Clothing	yesstyle.com
3. IRS	IRS.gov
4. Ebay	Ebay.com
5. Merck Pharmaceuticals	merck.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. walmart/ hard to find stuff	walmart.com
2. Merriam webster/ do not update new words	<a href="https://www.merriam-webster.com/">https://www.merriam-webster.com/</a>
3. Youtube /annoying with ads.	Youtube.com
4. neweggs /slow in restock	neweggs.com
5. paletton/not updating	<a href="http://paletton.com/">http://paletton.com/</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. Responsible \_\_\_\_\_
2. Work-ethic \_\_\_\_\_
3. Self-focused \_\_\_\_\_
4. Independent \_\_\_\_\_
5. Helpful \_\_\_\_\_
6. Honesty \_\_\_\_\_
7. Flexible \_\_\_\_\_
8. Patient \_\_\_\_\_
9. Pay attention to details \_\_\_\_\_
10. Critical-thinking \_\_\_\_\_

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

Experiencing with the stuff I build.

Adaptable to the new change of the hot trends.

---

---

---

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

Properly Designed, Organizing

Search Engine

Updating Information

---

---

---

**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.

Friends, Peers, and potential hiring managers.

---

---

---

---

---

---

---

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

Prospective students who will purse the Front-End Web Dev. cert.

---

---

---

---

---

---

---

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

Not required much tech savvy skills to approach to my stie. Everyone with the accessible device can visit my page.

---

---

---

---

---

---

---

**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?

Not necessary.

---

---

---

---

**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 forms.

The contact form will give friends,peers and potential hiring managers reach me out.

---

---

---

---

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?

    N/A    

---

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?

Yes, I am well-fixed for content.

---

No, I will not need to revise my 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?

I do not think I will need these features yet.

---

---

---

What are your resources?

N/A

---

---

---

### **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?

Yes. I do.

Will check them later.

3. Do you have the staff to marshal, vet, improve, and/or create content? N/A

4. Have you assigned someone to be the project manager or the liaison with your Web design firm? N/A

What is your target start date? ASAP

What is your target completion date? The end of class.

## 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? Yes.

3. Have you budgeted for the service? Planning now.

## 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

---