

# 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: \_\_\_\_\_Julio R Martinez's Web Portfolio\_\_\_\_\_

**1) Purpose of creating or re-designing your website:** \_The purpose of this web design/redesign portfolio is to contain some of my professional achievements both current and past. The purpose is to be presented the knowledge and skills I have learned completing the Front-End Web Development Certification\_\_\_\_\_

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**2) Describe what you want the site to do or what the company does:**  
The site lists various projects executed during the Front-End Web Development Certification courses and to show the various skills and techniques learned for each project. In addition to show the bootstrap or W3Schools frameworks used for this Portfolio.

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**3) What are your goals for creating or revamping a website? \_To create a website that provides a practical demonstration of the skills of a Front-End Web Development learned throughout the certification process at Montgomery College.\_\_\_\_\_**

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

1. \_Simple Design\_\_\_\_\_
2. \_Provide Value\_\_\_\_\_
3. \_Demonstrate Quality of work\_\_\_\_\_
4. \_Appealing & Aesthetic\_\_\_\_\_
5. \_Responsive & Adaptable to any platform\_\_\_\_\_

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

As a Web Security specialist, auditing and accreditation efforts is a big challenge, measuring the techniques used by seasoned web developer is a challenge specially by discovering their weakness. My competitor is not the

developer but other security specialist, I have to keep abreast with web technologies and must acquire the skills needed to be ahead of the game. To Secure my contract and demonstrate value to my client.

CACI: www.caci.com, do customize web apps for clients. Either Front-End Web Development or Back- -End Web Development.

Booz: Allen, www.boozallen.com, do customize web apps for clients. Either Front-End Web Development or Back- -End Web Development.

GDIT: www.gdit.com, do customize web apps for clients. Either Front-End Web Development or Back- -End Web Development.

**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. Profburnett <b>Pro:</b> Nicely organized. Easy to use. Lots of useful links, a place for all resources, Nice presentation. <b>Con:</b> Need to have more impact on the design, demonstrate the techniques that teaches.	<a href="http://www.Profburnett.com">http://www.Profburnett.com</a>
2. GitHub <b>Pro:</b> Free, a large repository of code samples, control version <b>Con:</b> Can be difficult to understand if unfamiliar with the structure	<a href="https://www.GitHub.com">https://www.GitHub.com</a>
3. Nist <b>Pro:</b> Well organized. Lots of useful links, a place for all resources. <b>Con:</b> Need to have a better navigation, hard to find the needed information, one can easily get lost.	<a href="https://www.nist.gov/">https://www.nist.gov/</a>
4. W3schools <b>Pro:</b> Excellent site, easy to use, lots of useful links, not only a site all resources but a learning site, lot of examples. <b>Con:</b> none	<a href="https://www.w3schools.com/">https://www.w3schools.com/</a>
1. Netflix <b>Pro:</b> Excellent site, easy to use, direct sign-in or sign for subscriptions, good	<a href="https://www.netflix.com/">https://www.netflix.com/</a>

<p>categories selections, and showing features or recent movies available to the viewer. Easy to sign-out session. <b>Con:</b> Adding profiles very easy, but removing them not that easy. having several profiles same as receiving lots of email notification of usages</p>	
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**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
<p>1. montgomerycollege.edu <b>con:</b> MC site can be confusing and sometimes links don't always a match, specifically when trying to register or pay for course. One can easily get lost <b>pro:</b> the front page and navigation are helpful. The education is affordable and great, lot of techniques used.</p>	<p><a href="https://www.montgomerycollege.edu">https://www.montgomerycollege.edu</a></p>
<p>2. Weather <b>con:</b> Very slow response, lot of unnecessary links/news and to many ads. <b>pro:</b> the content provides accurate climate information for any region in the nation.</p>	<p><a href="https://weather.com">https://weather.com</a></p>
<p>3. Homedepot <b>con:</b> Bad search, inaccurate results, navigation bar over crowed, should have its own categorization selection page, pro: main page provide a special selection content for promotional discount.</p>	<p><a href="https://www.homedepot.com">https://www.homedepot.com</a></p>
<p>4. Mva con: poor design, poor navigation, one can easily go to maryland.gov instead to return to MVA home. pro:</p>	<p><a href="http://www.mva.maryland.gov/">http://www.mva.maryland.gov/</a></p>

good search and navigational selections.	
5. Toyota <i>con</i> : Extremely slow response, selection made, unable to provide value, unnecessary promotional images, not able to obtain accurate information on product sale. <b>pro</b> : the content provides good quality of images, links to local dealers.	<a href="https://www.toyota.com">https://www.toyota.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. \_ Simplicity in design \_\_\_\_\_
2. \_ Good Functionality \_\_\_\_\_
3. \_ Ease navigation \_\_\_\_\_
4. \_ Accurate information \_\_\_\_\_
5. \_\_ Flexible design and attractive colors \_\_\_\_\_
6. \_ Attractive colors and pleasant appeal \_\_\_\_\_
7. \_ Good organizational template \_\_\_\_\_
8. \_ Communicative to the viewer \_\_\_\_\_
9. \_ Professional look and feel \_\_\_\_\_
10. \_ Energetic and attempt to retain viewer attention over hovering sections

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

\_\_ Possess many years of experience in the IT industry from software/hardware engineering and presently as a Web Security engineer. Familiar with several hard code languages, and now with Front-End Web developer tools made me more valuable and be a high asset to my employer. I am familiar with several platforms such as Unix, Linux, Solaris, windows, Cloud (AWS and Azure).

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**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. One simple reason is they will find the simplicity of the design, they can easily view the code and view the technique used as well the desired functionality to demonstrate the methodology used. The site can be viewed as good source for any other construction of web site.

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**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.

\_\_ Any visitor will be someone who wants to find an engineer web site, that is easily replicable, with a usage of best solutions approach and the best practices, and accurate detail information of tools used for this development.

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

\_ To demonstrate to the visitor who want to be Front-End development engineer that the tools used for this web site are simple, that development of a site can be easily archived once they identify tools used and where they can get the skills from Montgomery College. A portal to enter the work force as a developer or utilize this resource like I did as a web security engineer.

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

\_\_ Low to medium level of technical understanding of the techniques used. A good developer is the one who gather codes from other developers' sites and implement them in their solutions.

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

\_\_ To ensure that visitors will effectively browse the site, I will use best practices.designing for mobile first presentation. The visitor will be able to

distinguish RWD techniques such as responsive, adaptive or fluid design by inspecting the code or testing on a mobile device.

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

\_\_ The site was constructed for show and tell of techniques used during development. This site was not intended to be a popular site. The site will be considered a success if a recruiter decides to retain my services after viewing the value of the presentation of the site. There is no a counter to track the visitor for this site.

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**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 attempts to get in touch with me for further opportunities and may conclude into a possible interview. After evaluating my employment history and the type of work done for other organizations, then this site feature is is a very important section in my site. Additionally, the listing of course and projects completed while attended at Montgomery College will validate the skills acquired for the Front-End development certification. These three areas are the most important for this web Portfolio site.

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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.

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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).

- \*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?

None \_\_\_\_\_

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How will they serve your business?

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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?

No needed at this point

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**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?  No needed at this point

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What are your resources?

N/A

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**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. 90%
2. Do you have all the content you need, including text, media, and graphic elements like a logo? Is it in good shape? Yes
3. Do you have the staff to marshal, vet, improve, and/or create content? yes
4. Have you assigned someone to be the project manager or the liaison with your Web design firm? No



What is your target start date? \_ Immediately \_\_\_\_\_

What is your target completion date? \_ Middle of April 2020\_\_\_\_\_

## **20) Technical Skills:**

- 1.** Do you plan to make frequent or significant changes to your site? Yes as needed.
- 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 am confident in the skills acquired at Montgomery College
- 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?  
HTML, CSS, JavaScript
2. What Framework have you selected -

\_\_\_HTML with bootstrap and w3.css

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