

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: Reynaldo Aponte's e-portfolio.

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

I will be creating my own e-portfolio. The website's purpose is two-fold: to visualize my curriculum vitae and my achievements in the IT field, and to make it easier for potential employers to navigate my resume.

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

I want to gather my different projects (from my first programming class to the Java WD boot camp exercises) and link them in my e-portfolio.

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

Getting a job and making it easier for employers to get a picture of who I am and what I can provide for their company.

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

1. Knowledgeable of Core Front-End fundamentals
2. Adaptable
3. Knowledgeable of user-friendly design
4. Reliable and responsible
5. Multifaceted

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

Other junior programmers who are applying for the same job.

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	Critique
1. Find Matthew	http://findmatthew.com	Fully interactive webpage; all transitions are smoothly animated.
2. Josue Espinosa	http://ejosue.com	Animations look very complex.
3. Rafael Caferate Web Developer Portfolio	http://caferati.me	Site navigation is fully optimized.
4. Vladimir Strajnic	http://www.strajnic.net	Original sketches make the website look unique; good technique for hiding obvious use of templates.
5. Gary LeMasson	https://www.garylemasson.com/en/ https://www.garylemasson.com/fr	Takes google search engine homepage, and transforms it into his own web portfolio. Also unique to include multiple languages (English and French).

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	Critique
1. Pavel Huza	http://www.pavelhuza.com	Website looks nice, but it also looks

		too much like a template. Not very interactive.
2. Oykun, Designer	http://oykun.com	I really like the custom icons; however, they're not clear as to what they anchor. Some links don't change icons.
3. Very Interactive Reversing the Flow of Internet Expansion	http://veryinteractive.net	Minimalistic design, easy to understand. Not interactive at all.
4. Craigslist	https://baltimore.craigslist.org	Too simple, not very attractive design; content seems organized, asides look nice.
5. News : Indexhibit	https://www.indexhibit.org	Clear navigation bar, but ugly design. Annoying use of popups for cookie management.

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. Polyglot
2. Fast learner
3. Adaptive
4. Core Java knowledge
5. Knowledge of Front-end web development
6. Conscientious
7. Friendly
8. Hard-working
9. Professional
10. Motivated

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

An e-portfolio website would put me above other programmers who still exclusively rely on a paper resumé.

My background in the Humanities, Foreign Languages and Cultures and as a Foreign Languages High School Teacher have provided me with greater sensibility for how interests vary between different cultures and how to adapt those into the IT world.

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

Employers will find my website mainly by means of my own suggestion in my resumé. Its main purpose is to provide all the information they need to see if I'm their target employee.

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.

An employer who is looking for a junior software developer employee.

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

IT students who take a Java Web Development Boot Camp, so that they can explore how to bring together all of their projects.

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

I would imagine my employers having enough technical background to navigate freely in my website and to ask code-related questions.

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

Yes, a navigation menu will be provided for easy browsing.

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

My website does not have to go viral; its main purpose is to provide a visual representation of what my resume says. Having a clearly defined link to my e-portfolio in my resume would be a success for me.

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?

Media – podcast of me talking about programming languages in general.
Contact me form – Email address so that employers can contact me.

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?

In the future, I would like to add interactive and responsive Mind Maps related to my career development in the IT field. I know how to work with static <map> tags but not in a responsive design.

How will they serve your business?

This sort of feature is mainly to portray my creativity in web design, to show my skill level in styling and animation.

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 have a decent amount of content from my Java Web Development Boot Camp, but I will eventually add more projects as they are done.

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 am currently making use of career-navigation service that was included as part of the Java Boot Camp, which let's me know of available job fairs and other employment-related activities. I am constantly expanding my network by meeting people in those events and talking to them about my career development and about my own websites. I make sure I mention my website when I hand over a copy of my resume, but I also make the website link stand out in my resume so it's obvious I want them to look at it.

What are your resources?

As I mentioned, I am using an extensive list of resources provided by my MC career navigators.

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.

I tend to have the opposite problem: I don't know when to stop adding information or to stop myself from spending too much time on details.

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?

No. It's my e-portfolio.

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

What is your target start date? 11/20/2019

What is your target completion date? 12/12/19

20) Technical Skills:

1. Do you plan to make frequent or significant changes to your site?

Yes, I plan to update my website as soon as new projects are created.

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 I have the necessary skills to do everything myself, or at least to be aware of what I need to learn to do it by myself.

3. Have you budgeted for the service?

I am not seeking a webmaster.

21.) Responsive Web Design Framework (RWD)

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

All three.

2. What Framework have you selected -

Bootstrap and W3.CSS.