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:
 Elfre Coffee

1) Purpose of creating or re-designing your website:
   School Project. This project is a demo project for my final schoolwork,

2) Describe what you want the site to do or what the company does:
   The Site is for coffee shop and bakery. It shows the service they provide.

3) What are your goals for creating or revamping a website?
My goal is to show my instructor I am good at the courses he gave us.

4) Qualities you want to convey:

1. User friendly
2. Responsive: compatible with all devices
3. Modern look
4. Readability
5. Easily accessible

   5) Competitors: Who's your competition? List their company names, web addresses, and a description of what they do.
   i.   **Starbucks https://www.starbucks.com**
   ii.   **Kaldi's Social House https://www.kaldissocial.com/**
   iii.   **Fitt Washington-dc https://fitt.co/washington-dc**

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. starbucks	https://www.starbucks.com
2 Kaldi's Social House	https://www.kaldissocial.com/
3. Fitt Washington-dc	**https://fitt.co/washington-dc**
4. facebook	https://www.facebook.com
5. youtube	https://www.youtube.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. how sweet eats	https://www.howsweeteats.com
2. Nagadi Coffee, LLC	https://squareup.com/store/nagadicoffee
3. Essential Coffee Shops	https://dc.eater.com
4. Green brier coffee	https://greenbriercoffee.com/
5. Compass coffee	https://compasscoffee.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. Coffee
2. Espresso
3. Cappuccino
4.Mocha
5. Frappé
6. Americano
7.Different types of pastry
 8. Different type of Cake for event
9. Carrot cake
10. Coffee cake

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

Because I am selling organic product. And also my website is very modern

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

Because of good review and because I advertised it.

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.

Everyone who enjoy good Ethiopian coffee welcome.

12) Secondary Audience: What other people may visit your site?
People who enjoy good pastry

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

very popular. Yes, I consider to be successful

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?
Schedule, about us and products.

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.

16) 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
 YES
 *about page
YES_
___ *contact page
 YES_
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 **No**
___ Shockwave/flash animations Yes
___ Video, sound, music **No**

What other features would you like?
Nothing
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?
NO

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?
This is a demo website. I just use it to show my instructor what I learn.

What are your resources?
My knowledge and images, and jQuery framework and bootstrap.

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.
   Ready and completed.

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

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?
07/04/2019

What is your target completion date?
07/17/2019

20) Technical Skills:

1. Do you plan to make frequent or significant changes to your site?
   No

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?
   No

21.) Responsive Web Design Framework (RWD)

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

HTML5, Jqery, css and bootstrap.
2. What Framework have you selected
 HTML5, Jqery, css and bootstrap.