## **Personal Portfolio Website Planning Document**

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| **Checklist for Planning a Website** | | ***Potential Answers:*** |
| Topic | Web Developer Questions | Answers (Give brief but thoughtful and realistic answers with the cooperation of all team members. No, the website will not be *real* but it does need to be *realistic.*) |
| Purpose of the Website | What is the purpose and goal of the website? | Gain full-time employment as a web developer or related title with a prestigious web development or consulting business in the Kansas City Area. |
|  | What is the company’s mission statement? | My personal mission statement is: “Do your best” |
| Target Audience | Describe the target audience (age, gender, demographics) | Age: probably mid 30s to 40s  Gender: Probably male, perhaps female  Demographics: Up on technology trends as well as web styles |
|  | What information is most pertinent to the users? | A professional, well-organized website that shows skills they need in their business |
| Multiplatform Display | Will you design for multiple platform display or only focus on a desktop or mobile design? | I’ll take a mobile first approach to responsive web design. |
| Wireframe | How many pages will be included in the Web site? | Start with 5 |
|  | How will the pages be organized? | Home, Examples, Links, References, Demo |
|  | What type of website structure is appropriate for the content? | Given there are only five pages to begin with, I’ll take a web approach and use a horizontal navigation system to/from all five pages. |
| Graphics | What graphics will you use on the website? | Picture of myself. Other pictures are yet to be determined. |
| Color | What colors will you use within the site to enhance the purpose and brand? | Royal blue (to pay homage to the Kansas City Royals, our hometown World Series baseball team) as well as powder blue and other complementary accent colors in shades of gray.  www.colorcombox.com |
| Typography | What font styles will you use within the website? | I’ll stick with a clean, professional font, but something that shows a fresh look such as Philosopher from dafont.com |
| Accessibility | How will the website accommodate people with disabilities? | I will make sure to use alt tags for images and validate the code. |

Sketch the wireframe for the home page below:

<http://en.wikipedia.org/wiki/Website_wireframe#mediaviewer/File:Profilewireframe.png>

