

Client Website Project Proposal

TO: Dr. Whittemore

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SUBJECT: Project Proposal for a Nonprofit Learning Language Website

Non-profit language learning website

This project is designed to provide language resources for multilingual learners, individuals who are interested in learning another language, or people who need language support. We wanted to develop a non-profit website that offers free services for everyone initially, but we may also include a small portion of charging programs to add complexity to the website design later.

Potential audiences

Our Clients and Audiences will be blended because of our website's broad scope as it creates an opportunity for learning and understanding different languages. Our target audiences will be:

- **Students:** General students or students from low-income areas who are interested in learning different languages, such as English and Chinese. This can be as simple as refreshing one's memory before a big test or preparing for a study abroad trip to an area where there might be a language barrier.
- **Immigrants and refugees:** English country immigrants or refugees who seek language support to better understand their peers and coworkers. This could also be helpful for researching job opportunities and preparing for potential interviews.
- **Volunteers and educators:** Community volunteers and educators who are looking for resources for teaching or contributing to helping people who are trying to learn a new language or seeking support to help better their language of choice. This could range from school-based activities to community outreach for individuals seeking to improve their language skills.

Vision

Our goal is to provide language learning and living services to all individuals who need them. We plan to design our website to be accessible, adaptable, inclusive, and sustainable. First and foremost, to make the website accessible to a wide range of audiences, we want to design an easy-to-navigate page with proper color design (primarily black, blue, and orange... but no more than 4 colors), a little bigger font size, and a description of buttons/options. Second, mobile devices occupy people's time and attention due to their convenience and information nowadays. If we want to promote this website and benefit more people, we will ensure that the website is adaptable to fit desktops, laptops, and mobile phones.

Third, as our clients include different audiences who might not know a certain language, we would provide language options at the top of the website, such as English or Spanish. With our goal to help people learn languages, we will provide language learning lessons, lesson plans, learning strategies, and translating functions of several different languages, such as English, Spanish, and Chinese. The forms of these resources include short texts, articles, pictures, and videos. Feedback is crucial for language learning, so we will provide discussion, forums, or synchronous tutoring as community support to allow learners to connect and share experiences.

Lastly, considering the sustainability, we also want to provide more living resources, such as free food/shelter services information to the audiences in case they need it. Moreover, we expect to expand the website with paid programs, such as personalized learning paths and higher-level or test-related language learning, which will attract more language educators to continuously provide high-quality learning materials and enable healthier website management and growth.

Estimate of Work—Timelines

Speaking of the estimate of work, we are unsure of the hours we need to spend for each layer of the website design every week, but we plan to have a complete website done by the deadline week. Since this is the first time we have learned website design, the work and schedule can be flexible for us. Thus, the following timelines and estimated work will be our guidance but may be adapted later in the process.

Goals for each week:

Week 1-2: Planning and drafting the home page of the website. In the first week, we will meet with the team and discuss the work time (project timelines and meeting plan) and actual website design and start to draft.

Week 3-5: Designing and developing. In weeks 3-4, we will keep designing the website framework by applying the knowledge we learned from our class, such as HTML and CSS. Importantly, after the completion of the first draft of the website, we will gather feedback from our potential audiences and collect suggestions from our professor, classmates, and friends.

Week 6-8: Creating or collecting content, testing out the design, and checking functions. We will plan, create, or collect language learning content for each section, including language learning skills articles and courses and other multimedia resources. Before we finalize this project, we will test and check all the buttons and functions on the website.

Complexity

Our website will be quite complex as we navigate how best to organize the materials we hope to provide to our audiences. This will include separate pages for each language, different documents available for our clients, as well as pictures and videos to help with pronunciation and recognition. The home page will consist of the language offered and images to make the page warm. Each language will be given a similar layout to help with organization and user-

friendliness. This will make the pages easier to construct. We understand what the first one will look like as then it will be a matter of adding different content, but not worrying about recoding. Please see more details of the general introduction of the website design in the next section.

Size of the site

Our site will consist of multiple pages to help organize each language provided. We will most likely have: a home page, 2-3 break-off pages and one for each language offered (English, Spanish, Chinese), and a resource page. These break-off pages will then have subcategories provided (lesson plans, activities, videos for pronunciations, etc.). Our last page will be for information on local resources for individuals and families to help get them help they might not know is available to them.

Home Page

- Introduction
 - Vision Statement will go here
- Language Selections
 - Drop down option where our users can select their language of choice
- Featured Resources
 - Links to key pages and featured resources

Language Pages (same layout for all languages provided, just switching out the content)

- Lesson Plans
 - Curated for anyone to use whether or not they are an educator
- Videos
 - Provide visual and audio understanding
- Printable Activities
 - Sample worksheets for anyone to use ranging in difficulty
- Audio Resources
 - Available for pronunciation help

Local Resources (linked from Home Page)

- Educational Resources
- Community Support
- Interactive Map
- User Reviews/Testimonials
 - This will not be applicable until we have users test the site, but good to build in for when they can be added