**Emerson Allen**

**CMST 386: Principles of Web Design and Technology 2**

**Project 2: Final Project Proposal**

**Date: April 30th, 2024**

**CLIENT AND TOPIC**

The website I am in the process of creating will act as a different platform for promoting my Multifandom Instagram account, @thatgayblerd\_ which will highlight LGBTQ+ characters from comic books.

**DEVELOPMENT PROCESS AND ENGAGEMENT**

One effective way to involve subscribers in the website development process is to have thorough discussions with them to understand their specific requirements and preferences. By actively seeking their input, you can align your efforts to meet their vision and goals for the website. This may involve conducting comprehensive information about desired features, design elements, and functionality. Additionally, regular feedback and review sessions with prototypes or mockups can be provided to the subscriber. This collaborative approach ensures that subscribers feel involved and satisfied with the final product.

**TESTING**

During the process of developing the website, the utilization of a text editor will prove to be beneficial in the identification and elimination of errors that could potentially hinder the proper functioning of the website. To ensure optimum performance across various web platforms, comprehensive testing will be carried out on the three major web browsers, namely Chrome, Safari, and Edge. Additionally, the website will be meticulously coded with responsive design principles in mind, guaranteeing its accessibility and compatibility with diverse screen sizes and devices. Furthermore, in order to rectify any potential issues and glitches, the website will undergo thorough testing by both the client and multiple other users prior to its final launch.

**BUSINESS AND WEBSITE DESCRIPTION**

**Mission Statement**

Through our website, we aim to entertain, educate, and empower both the LGBTQ+ community and their allies, as we believe that comics have the potential to unite people and inspire individuals.

**Business Goals**

The goals for my website include increasing visibility and representation of LGBTQ+ characters and narratives in the comic industry, fostering a sense of community and connection among LGBTQ+ comic fans, providing a platform for LGBTQ+ creators to showcase their work, and ultimately contributing to the overall diversity and inclusivity of the comic book world. Additionally, the website aims to generate revenue through advertising, subscriptions, and to establish partnerships with like-minded organizations and businesses to further promote LGBTQ+ representation in the media. Ultimately, the goal is to create a thriving and sustainable platform that celebrates and uplifts LGBTQ+ voices in the comic book community.

**Target Audience**

The primary focus of this website is to cater to the LGBTQ+ community, providing them with a comprehensive platform to explore and delve deeper into the world of comic characters that represent their community. However, this website is not exclusive and welcomes all individuals who are interested in expanding their knowledge about LGBTQ+ comic characters and their stories. By consolidating a diverse range of characters in one place, this website aims to foster inclusivity, representation, and understanding among its audience.

**Impact of Target Audience on design**

The influence of the target audience on the design of my website is significant and plays a crucial role in shaping the overall aesthetic and functionality of the platform. The specific needs, preferences, and expectations of the LGBTQ community guide the design choices, content selection, and overall user experience to ensure that the website resonates with and effectively engages with its intended audience.

**Content**

The website dedicated to comics will showcase a diverse collection of LGBTQ+ comics, complete with curated reading lists that direct readers to online sources or physical copies for purchase. In addition, the site will provide in-depth profiles of LGBTQ+ characters, delving into their captivating narratives. Furthermore, it will feature a community forum where subscribers can engage in discussions, share photos, and create posts to connect with one another.

**GROWTH AND MAINTENANCE**

**Growth**

The website is poised for significant growth as a result of its successful marketing tactics and unwavering commitment to ensuring the satisfaction of its subscribers. Through the implementation of dynamic social media campaigns and fostering strategic partnerships with fellow content creators within the same community, the website is poised to effortlessly captivate a larger audience and amass a considerable number of new subscribers.

**Maintenance**

To effectively maintain a website, it is important to regularly update the product inventory, respond to subscriber's inquiries, update website content, optimize for search engines, conduct website maintenance, and analyze performance metrics. These tasks should be done at various frequencies, such as weekly, monthly, or quarterly, to ensure the website is user-friendly, attracts and retains customers, and contributes to the success of the business.

**ORGANIZATION**

The website will consist of a total of ten different pages, each serving a unique purpose. These pages include a home page, news page, about us page, community page, contact page, characters page, DC page, Marvel page, reading logs page, and privacy policy page. In order to maintain a cohesive and professional appearance, each page will feature a header proudly displaying the business's logo. Additionally, there will be one or more pictures included on each page to enhance the visual appeal and engagement of the website.

A screenshot of a computer

Description automatically generated

**Home**: The home page will act as a central hub, providing easy navigation and connections to the other pages on the website.

**News**: The news page will regularly update subscribers on new comics that involve LGBTQ+ characters, ensuring they stay informed and connected to the latest releases.

A screenshot of a computer

Description automatically generated**About us**: The about us page will serve as a comprehensive resource, offering extensive details about the website, including its mission, vision, and goals. This page will provide visitors with a deeper understanding of the purpose and values behind the creation of the website.

**Contact**: The contact page will allow subscribers to easily reach out to me at any time. Subscribers will have the option to contact me via email or even send me a direct message on Instagram through my account. This page will also be accessible as a dropdown option from the about us page, ensuring smooth accessibility and user experience.

**Community**: The community page will serve as a vibrant forum where subscribers, content creators, and others can engage in discussions, share knowledge, and explore various interesting topics related to LGBTQ+ comics. This page will foster a sense of community and connection among individuals who share a common passion.

**Characters**: The characters page will showcase a gallery of LGBTQ+ comic characters, accompanied by some of their famous quotes. This page will provide visitors with an opportunity to explore and appreciate the diverse range of LGBTQ+ representation within the comic world.

**Marvel/dc pages:** The Marvel and DC pages will be dropdown options from the characters page, offering in-depth information about a variety of LGBTQ+ characters from their respective universes.

**Reading logs**: The reading logs page will serve as a valuable resource for comic enthusiasts, sharing recommended reading lists and providing links to purchase physical or digital copies of the comics online. This page will help visitors discover new LGBTQ+ comic titles and easily access them for their reading pleasure.

Lastly, the privacy policy page will outline the website's commitment to protecting the privacy and personal information of its visitors. This page will provide transparency and assurance to subscribers, ensuring that their data is handled securely and in accordance with privacy regulations. Overall, the website's ten pages will work together to provide a comprehensive and engaging platform that celebrates LGBTQ+ representation in the comic world, offers valuable information, and fosters a sense of community among subscribers and content creators.

**WEB HOSTING**

**Criteria**

When choosing a web host for a website like this, there are several factors to consider, with security being the most crucial.

**Special Technology**

The website will be using HTTPS to encrypt data transfer and enhance security, especially when sensitive information is being transmitted.

**Scripting Language**

The website will utilize HTML, CSS, and JavaScript

**Domain Name**

When it comes to choosing a domain name for your business, it is highly recommended to choose a simple and distinctive name that perfectly matches your brand. I chose Thatgaybelrd.com! This is the name I use as a content creator on social media, and essentially a blerd is known as a black nerd. This website is dedicated to other LGBTQ+ nerds and geeks who feel like outcasts, and I want to bring people to a place where they can learn about a variety of comics and feel welcome.

**MARKETING**

The main approach to marketing this website will predominantly involve utilizing the influence of social media platforms such as Facebook, Instagram, and Twitter. With the widespread usage of social media in modern times, it provides a convenient and efficient method to advertise my website. As an individual who manages a multimedia fandom account on Instagram, I will promote the website to my followers and friends on that platform.

**SECURITY**

The website will give those the choice to sign up for an account and join the community, granting them access to exclusive updates on all things comic related. By creating an account, subscribers can also ensure the security of their personal information through the use of a password. To further safeguard their accounts, the website will implement a two-step verification process during the login procedure, adding an extra layer of protection against potential hacking attempts.