- ## **Website type**

My website type lies under informational websites. It is also an educational website that targets English learners and helps them learn and connect with real time tutors.

Characteristics
1. Comprehensive English lessons and new updates about the English language.
2. Smooth and dynamic navigation between the website sections.
3. Learning trackers and helpful tools for learning.

Similar Websites:
https://www.dailygrammar.com/
https://elllo.org/

Both of these websites are educational websites that help English learners to better improve their English.

Conclusion
I chose to create an educational ESL (English as a Second Language) website because I like to help English learners and share knowledge of what I already learned.

- ## **Purpose and Goals**:
Purpose
The purpose is mainly educational; its aim is to help English learners have a better learning experience and to better excel in English skills.

Goals
1. Engaging learners' attention in an entertaining learning experience.
2. Achieve learning satisfaction by creating multiple learning tools.
3. Launch tools to help learners connect with real time tutors for their questions to be answered.
4. New words or daily idioms updates
5. Learners can create an account to log in

Milestones
1. Learners can leave reviews in the review section.
2. Learners can log in
3. Learners can search for specific ESL related info in the search bar.
4. Learners can find professional tutors in the website to connect with

Metrics
1. Website traffic
2. Measurement for time spent on pages
3. Learning trackers

4. Numbers of visitors and interaction per page
5. How fast the website loads (website speed)

Analytics
These are the metrics that I am going to be using to check my website.
https://analytics.google.com/analytics/web/provision/#/provision
https://gtmetrix.com/

● **Website content**:
Text and Images
Three tools for images:
https://picsum.photos/
https://burst.shopify.com/
https://icons8.com/iconizer
Text tools:
https://www.grammarly.com/
https://ads.google.com/aw/keywordplanner/home?ocid=132326194&euid=144434674&__u=898
8608226&uscid=132326194&__c=7862108706&authuser=0
https://seositecheckup.com/
https://www.lipsum.com/

Text templates:
Imagine you speak the language of the world
Urge your imagination

Accessibility considerations:
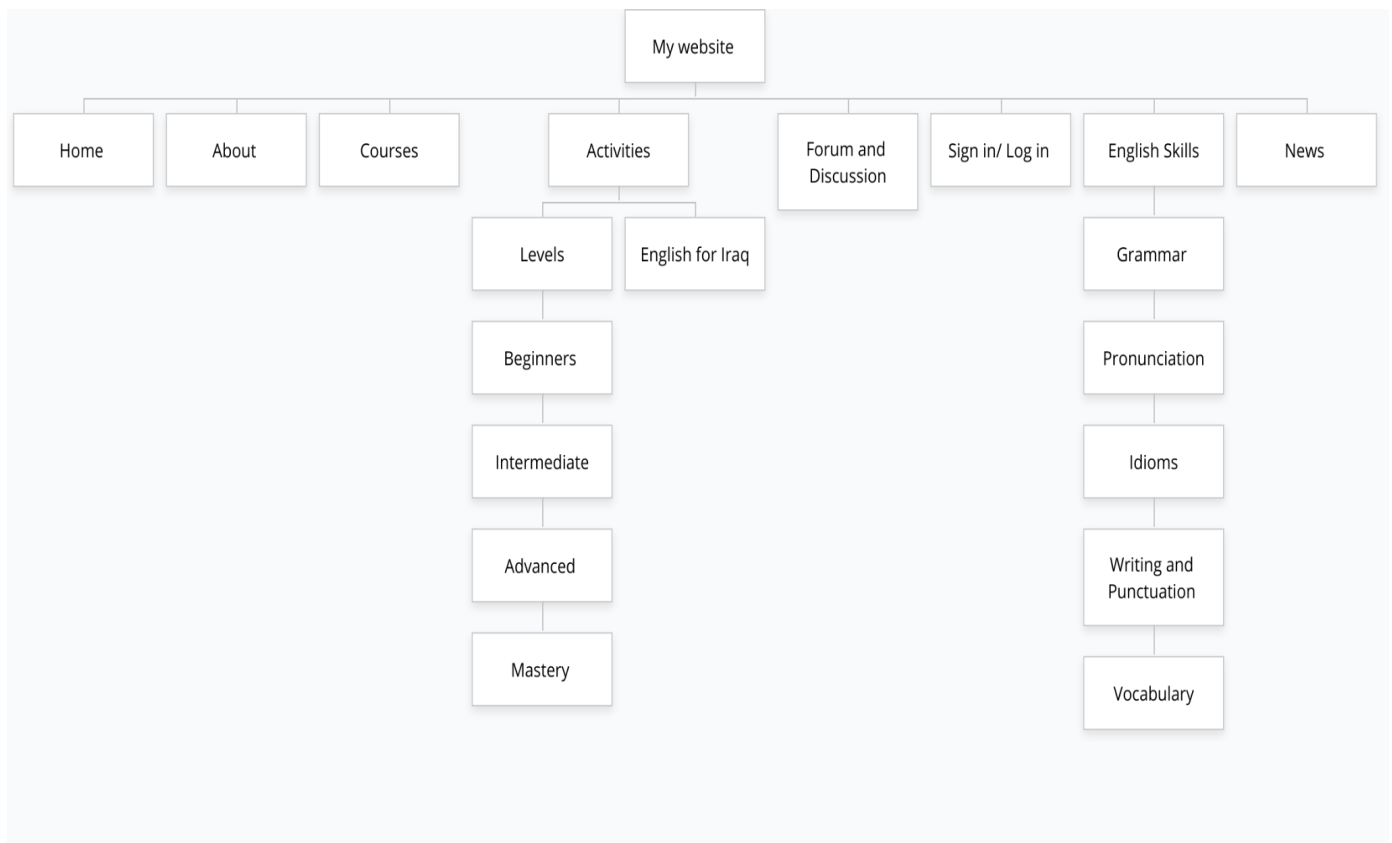Cognitive and intellectual
Incorporating screen readers
Speech recognition
Screen magnifier and applying tools for visually impaired people or color blind

● **Website content**: Fundamentals

Sitemap

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                              ┌─────────────┐
                              │  My website │
                              └─────────────┘
  ┌──────┐  ┌───────┐  ┌─────────┐  ┌────────────┐  ┌────────────┐  ┌──────────────┐  ┌───────────────┐  ┌──────┐
  │ Home │  │ About │  │ Courses │  │ Activities │  │ Forum and  │  │ Sign in/     │  │ English Skills│  │ News │
  └──────┘  └───────┘  └─────────┘  └────────────┘  │ Discussion │  │ Log in       │  └──────────────┘  └──────┘
                                                     └────────────┘  └──────────────┘
                                  ┌─────────┐  ┌──────────────────┐                    ┌─────────┐
                                  │ Levels  │  │ English for Iraq │                    │ Grammar │
                                  └─────────┘  └──────────────────┘                    └─────────┘
                                  ┌───────────┐                                        ┌───────────────┐
                                  │ Beginners │                                        │ Pronunciation │
                                  └───────────┘                                        └───────────────┘
                                  ┌──────────────┐                                     ┌────────┐
                                  │ Intermediate │                                     │ Idioms │
                                  └──────────────┘                                     └────────┘
                                  ┌──────────┐                                         ┌───────────────┐
                                  │ Advanced │                                         │ Writing and   │
                                  └──────────┘                                         │ Punctuation   │
                                  ┌─────────┐                                          └───────────────┘
                                  │ Mastery │                                          ┌────────────┐
                                  └─────────┘                                          │ Vocabulary │
                                                                                       └────────────┘
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Layout choice

Easy and organized design with multiple tools that are necessary for learning.

Color choice

Since my website is educational that targets English learners, I am going to use different attractive colors, colors that are comfortable for the eyes and keep the learners engaged in the learning activities e.g., red, blue or any mixed charming colors (to be decided).

I found this # 4E5D54 / rgb (78,93,84) color type cool.

Fonts and typography

Arial font type

Sans Serif, modern feet free

Display fonts, decorative

Targeted audience

My targeted audience are ages from 20-year-old and above those who want to improve their English proficiency.

Functionalities

Simple and easy navigation, in-site search, easy to understand website design and clear user experience.

- **Mockup:** figma design1

Imagine You Speak The Language Of The World

English
is
in
your
hands
learn
practice
speak
and write
develop
excel
improve
confident

Figma design2

English Levels

Beginners

Intermediate

Advanced

Mastery