**PERSONAL PROJECT**

**WEB DESIGN GUIDE**

**STEP 1**

Directions: Make a copy of this Google Doc in your own Google Drive or download it as a word document, complete the questions, and share the link or file in the Moodle assignment when you're finished. Due Saturday.

| **Step 1: Goal Identification** | |
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| * know what you're building   + purpose of website   + identify target audience   + research similar or competing sites to compare features, get ideas, and see what you want to do differently or better | |
| Directions: Think of at least 3 ideas for your personal project. Answer the three questions for each website idea in the empty box to the right where it says "Your answer here:" | |
| ↓ **QUESTIONS** ↓ | ↓ **YOUR ANSWERS** ↓ |
| **IDEA 1**   * What is the purpose of this site? * Who is the audience for your site? What age and demographic information would describe a typical user? * What sites already exist that are similar to your vision in terms of purpose, functionality, and/or look & feel? List at least 2 URLs. | * To help LGBTQ+ beginner gamers to learn new co-op games in safe environment * Locally in Boston/Mass/New England for meet ups * 18+, all kinds of demographics * Reddit, Discord Servers (Usually game-specific), Facebook Groups * <http://bostongaymers.com/> * https://www.qweertygamers.org/ |
| **IDEA 2**   * What is the purpose of this site? * Who is the audience for your site? What age and demographic information would describe a typical user? * What sites already exist that are similar to your vision in terms of purpose, functionality, and/or look & feel? List at least 2 URLs. | * Community Fridge maps around Boston with info on what is inside/what needs restock - Ideally for both donors and those using said donation to ask for what they want/need - Leaving feedback? * All ages, all demographics - can target specific low-income areas where fridges already exist * <https://boston.eater.com/maps/community-fridges-boston> * <https://www.edibleboston.com/blog/2021/3/24/where-to-find-community-fridges-and-little-free-pantries-in-greater-boston-and-worcester-county> * Currently a lot of these fridges are run via Instagram and are fridge-specific so it would be nice to have something all encompassing that gets updated more frequently (both sites are articles and blog posts that may be outdated) |
| **IDEA 3**   * What is the purpose of this site? * Who is the audience for your site? What age and demographic information would describe a typical user? * What sites already exist that are similar to your vision in terms of purpose, functionality, and/or look & feel? List at least 2 URLs. | * Understanding basics of computers - Lots of young people don’t have the same computer ediequit knowledge and don’t know how to organize folders or importance of secure passwords * Younger demographic - ages 10-13 and even older folks who are new to computers * <https://red-dot-geek.com/basic-computer-etiquette/> * https://codakid.com/computer-basics-for-kids/ |

If you have time and would like to experiment with building color palettes to go with each project idea, feel free to use the free tools from [this resource](https://docs.google.com/document/d/19gRKLcqczA-2FlZ9dt5Njz8kFCLf-1fV4mn_fLqRr3E/edit?usp=sharing) or any other tools you find useful.