**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.

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| **Step 1: Goal Identification** | |
| * 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. | Your answers here:   * To streamline information for community resources such as warming centers, food banks, pantries, etc * Local communities and people in need of resources. Underserved adult/young adult/seniors/caretakers. Community organizers, places looking to donate food/goods/services’ * <https://www.mass.gov/info-details/statewide-resources> * https://www.211.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. | Your answers here:   * Create a list of help and legal resources specific to the sex industry that also has a community and event element * Sex workers off all demographics and ages but specifically with information on help * <https://harmreduction.org/issues/sex-work/> * <https://sexworkersproject.org/resources/> |
| **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. | Your answers here:   * Help a small business owner and community organizer to build a website to help grown the art community in her rural area * People who live in and around francetown NH, able to access the computer age, interested in arts community/horses * <https://www.villageofthearts.com/> * https://newartcenter.org/ |

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.