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
- 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.	-The purpose of this site is to create and share private and local events. A user can create a profile to RSVP, create events, add friends and social groups. Events can be stored through a calendar. It can provide integration from multiple sites to keep track of everything in one place. -The audience for this site is for busy adults looking for an easy way to organize local events, communities, social clubs, or parties all in one platform. Average user age 20 to 60, largely based in densely populated towns and cities. -Facebook Events www.facebook.com/events/ -Meetup www.meetup.com -Eventbrite www.eventbrite.com

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.	-The purpose of this site is to provide a complete social and organizational resource for camping trips. Create and share packing lists, photo albums and grocery lists with other users. The site will also feature a blog page with camping and first aid tips, and weather tracking. -The target audience for this site will be 20 to 50 year old frequent campers looking to stay organized on their trips. -The Dyrt https://thedyrt.com/ -Fresh Off The Grid https://www.freshoffthegrid.com/
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.	-The purpose of this site is to list and manage local community fridges and micro pantries. Additional aid resource links and information on starting a fridge/pantry will also be provided. Users can research the locations of fridges/pantries. They can report when full, needing to be stocked, or cleaned. Pictures and comments can be uploaded to show contents. Money donations can be made to help stock fridges. -Target audience is anyone that is food insecure looking for additional resources, and volunteers looking to help local communities. https://freedge.org/locations/ https://boston.eater.com/maps/community-fridges-boston https://www.boston.gov/sites/default/files/file/2021/04/Community%20Fridges%20Toolkit.pdf

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 or any other tools you find useful.