**Project 2**

**Website Proposal**

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**Website Proposal**

**Client and Topic**

The client for this website proposal will be a non-profit organization. Essentially, this website will allow end-users to view services and listed information about licensed mental health professional, as well as book and view appointments for visits.

**Development Process and Engagement**

Since this website will be built for a non-profit, its essential that the client is involved during several phases of the creation of this website. It will be of high importance to include their input on during the development phase because they will have to be satisfied with the end result of the website. Testing and deployment phases should include the client, to ensure ease of use and other factors are taken into consideration.

**Testing**

**Testing the functionality of the website will be crucial before launch, not only to ensure all forms, links and radio buttons operate, but refining site navigation and user-friendliness. Since each web browser displays web pages differently, and end-user will view the website from devices with opposing screen size ratios, it will be important to test the website on multiple browsers. Chrome and Safari web browsers account for most of the U.S. market, so testing with those sites, as well as Edge, Firefox, and Opera to ensure our website looks identical for everyone.**

**Description**

**The goal of this non-profit organization will be to provide direction to anyone seeking mental health guidance. The goal of this website is to showcase a portfolio of local licensed mental health workers able to assist with client needs; A blog section that includes current articles and related press releases will be constantly updated as well. This website will also be capable of booking and viewing online doctor sessions and visits. The target audience for this website are users who are already comfortable navigating the internet, and this website will reflect with a sleek and minimalistic approach to its design. The unique content for this website will be provided by the client, as the purpose of this website is to showcase his/her work history and background. This content will be updated as often as requested by the client.**

**Growth and Maintenance**

**One of the main purposes of this website will be to store end-user PII and other sensitive data in regard to licensed consultations. To maintain the integrity of the websites speed and performance, images and videos and other large data files will have to be properly formatted. This should be done anytime the website is updated, as well as weekly test to assure peak performance.**

**Organization**

**The website’s content will be organized with consideration to the golden ratio of design. This will allow information about the non-profit organization, as well as its staff can post useful and important information, while still remaining visually pleasing to visitors. Subtopics will include themes and motives behind some of the client’s work history and background, as well as current relevant mental health blogs and articles, to give website viewers a general idea of what is being offered, and how to go about booking those services. Some pages to be included are service and pricing information from the client, as well as a page for reviews and feedback.**

Diagram

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**Security**

This website will be responsible for transmitting user PII which must come with strict policies and protocols. There will not be a need for password-protected content, but customers will be allowed to create user accounts to store their personal data; Our web host must have an SSL certificate to ensure the encryption of the end user’s data.

**Web Hosting**

**A web server that is simple to setup and manage, since the client will likely not be a web developer will be most beneficial. Tools for integrated blog sections, email marketing integration, and certificates for security are all must haves for an initial hosting server. Since the website will be executed using HTML, CSS and JavaScript, those languages should also be integrated. This web host provider should also have numerous forms of communication to be reached in case a problem arises at any point in the day. The domain name for the website will be, “”. This domain name clearly identifies what the intent of this website is.**

**Marketing**

**When it comes to SEO, meta keywords and descriptions are essential; As well as a site map, HTML tags that follow semantics, and a simple navigational page are just a few ways to be seen on search engines list. Optimizing the website’s images, as mentioned in Maintenance, will also help rank more favorably with Google.**

**Project Reflection**

In order to complete the wireframes for this assignment, I used the free recommended website . Last semester, I had subscribed to Adobe’s Creative Cloud, which has apps intended for specific task like wireframing. After speaking with some industry friends, I was told that Adobe was not the industry standard that I thought it was, so instead of sticking with apps in their cloud, I decided to try out a few free software online. After trying a few out, I found the UI of JustInMind simple to use and visually effective, because of its closeness to Photoshop. Instead of a flow chart, I used a storyboard because I believe it allows for a better understanding of the website for this assignment. One of the main struggles I have with starting any website design is deciding on an overall theme as far as appeal and aesthetic goes. My style is simple, clean, and minimalistic, but when it comes to creating work for these assignments, I try to think about my portfolio and what I have to show future employers, so I feel it is important to step out of the box. My remedy always starts with being myself in terms of the design, then really focus on pushing myself to improve and try new approaches ensuring my final product always looks different.

**References**

Gómez, A. (2019, March 20). SSL, SET and other ecommerce security protocols. ECN | E-Commerce Nation. <https://www.ecommerce-nation.com/ssl-set-and-other-ecommerce-security-protocols/>