

# Research and Planning Report

## Executive Summary

In this report we will be talking about what the purpose of this educational website is and its goals. We will also be analysing the result of our findings and research regarding the target audience for our website and also the competitors of our website. We will be discussing our content strategy, structures, and our design choices. The purpose of this educational website is to spread information regarding Web Content Accessibility and Standards towards people who want to learn it, and teach them all that they need to know about it to be able to implement them in their code and websites, whether they are a beginner or experienced coder. Based on our research people generally want convenience and plenty of explanations regarding what the content and topic they're learning is about.

## Introduction

The goal of this educational website is to teach the user about Web Content Accessibility Standards and the best practices to allow more accessibility, such as semantic HTML. There will be examples that the user can use that will allow them to get a better idea on how to implement everything and there will be step-by-steps on how they can make their site as good as possible while taking web standards into account.

## Audience Analysis

The target audience of this website are coders, whether it's someone new in coding who wants to learn the basics of wcag, semantic, and accessibility, or experienced coders who want to refresh their memories or just looking for snippets of code to use as guidance. Based on our research, most beginners look for websites that give them details and descriptions to help them understand better. Most also say that having the code be copyable and having an image to display what the code written does helps. Some intermediate and experienced coders come to this kind of website to look for good copyable code snippets that they can use as layout to cut down on time they need to spend on the code itself. Some also stated that they come to look at the web standard regarding the usability and what needs to be implemented in their code to further improve it.

## Competitive Analysis

The sites that were used for this analysis were w3schools.com and khanacademy.com. These two sites are used for coding education. Khan Academy has courses that you can take to learn HTML, Javascript, and more, and w3schools focuses on giving examples and tutorials based on the main/important parts of coding.

The parts that we thought would be beneficial to look at from w3schools are the side menu in the site, the visual examples of code, and the simple colour scheme. The side menu doesn't move when you scroll which means that you can still see what pages you can go to while searching the current page that you are on. The visual examples of code are very helpful for people when they are looking for a quick example without searching through lots of text. The simple colour scheme means that people will focus more on the information in the site rather than how it looks. The colour scheme that we have chosen has different colours to w3schools, however, we kept the simplistic feel to it.

## Content Strategy

The website will focus on having descriptions and examples for users that they can use to learn about accessibility and standards. The site will meet the target audience's needs by giving them simple information about the topic, with simple examples that they can easily understand and implement into their own work.

## Sitemap / Structure

The home page has links to all three main pages on the site. Each main page has a menu that has a link to the other pages. The home page can be accessed from all pages by clicking on the title.

