

Cierra Washington

CMST 385

Project 2

1. CLIENT AND TOPIC

Which of the following describes the website you'll be creating?

A website for a portfolio of your work

2. DEVELOPMENT PROCESS AND ENGAGEMENT

I will be creating this website for myself, in order to promote my work to potential clients or employers. I don't need to involve anyone else in the development process, as this is more of an independent project to promote my own work. As far as 'research', I will just need to make sure to collect the work that I have done so I'm able to present it all in one place.

3. TESTING

To test this website, I will need to make sure at least that it is accessible, so that it has more semantic tags for screen readers. I am the 'client' so there aren't necessarily any requirements from anyone else that the website has to meet. I will include the following browsers for my testing: Chrome, Safari.

4. DESCRIPTION

The goal of this page/business is to be self promotional. This will be a portfolio used to display my own skills to potential clients or employers. The purpose of the website is to show things like resume, portfolio, and how potential clients can get in touch with me. The intended target audience includes clients that need either a frontend javascript developer or a UX specialist to work on their existing website. There is no particular ethnicity or gender that I'm targeting, but I am targeting clients and businesses who care about and need help with UX and accessibility and web development.

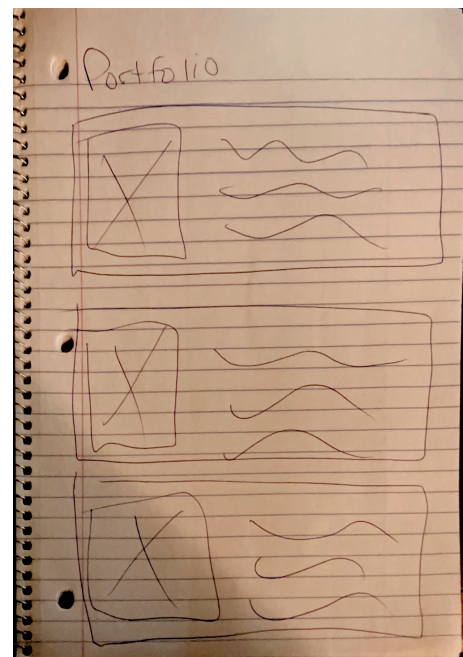
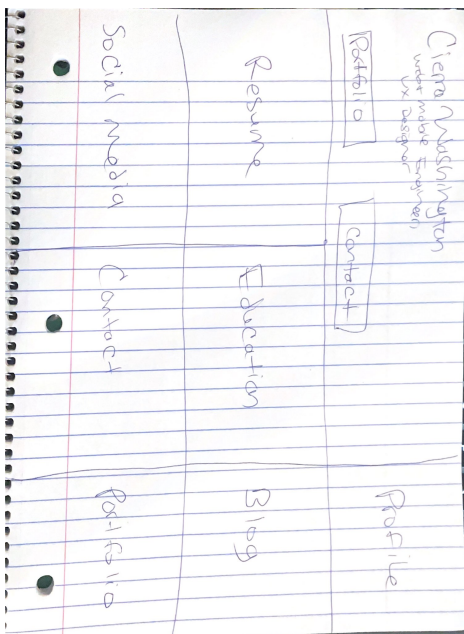
The website will uniquely offer my portfolio along with descriptions of the projects that I have worked on/completed, and I don't need content from other websites in order to create this website. The website's content will be updated any time I work on a new project.

5. GROWTH AND MAINTENANCE

Overtime I'm sure my web development skills will improve and the website will be more impressive and maybe more dynamic with more things like transitions and cool graphics, etc. While developing the website, I can make it easier to maintain by making the code more easily reusable. Tasks required to maintain the website would be adding a new section to update my portfolio, and also update the resume section to make sure that it's up to date with the latest information. I will probably need to update the website once a year.

6. ORGANIZATION

The website will be organized in a grid form. I intend to use things like CSS Grid and Flexbox in order to organize the information. There will be one page that shows various grid boxes with different information within it. For example one box will contain my resume information, another box will contain my portfolio information, and another box may contain a link to my blog or something similar. Subtopics that the website will include are: resume, education, blog, portfolio, contact. These are also consequently the same pages that will be included on the website. As previously stated, navigation will be primarily a grid pattern allowing people to click on the various subtopics.



Education

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Resume

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Contact

Name	~
Subject	~
Email	~
Body	~

Profile

LinkedIn

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Social media

Twitter

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Blog

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7. WEB HOSTING

Criteria I would use for a webhost would be affordability, primarily. I don't really have many security concerns for this website, so this isn't something that necessarily needs to be a priority. There will be no special technologies needed for this website such as a shopping cart or SSL. I will be using JavaScript to build this website, and possibly jQuery. Web hosts such as bluehost, hostgator, and even godaddy. I would use the domain www.cierraux.com. Cierra is my first name and "ux" represents the service that I offer.

8. MARKETING

This website will be marketed by including it on my LinkedIn so that all connections are able to view it. I have a lot of connections on LinkedIn and I'm sure that they will be able to see my portfolio site attached to my profile. Also, I can have cards that I pass out to people in person letting them know of the services that I offer. SEO elements that can be covered include ensuring that a good, concise description is included in the title tag of the page, as well as not adding any element to my website that slows it down.

9. SECURITY

This website will not include an e-commerce component, and it will not be password protected. There will be no need for users to create an account on this website, as it is just a portfolio for people to view. There won't be any PII of other people or precious information saved in a database that I will need to protect.