**FINAL PROJECT PROPOSAL**

CMST 386  
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**CLIENT AND TOPIC**

The website will be for a non-profit organization that strives to make a socioeconomic impact in its community. The organization offers youth programs, kicks off events and provides grants to give back to the community.

**DEVELOPMENT PROCESS AND ENGAGEMENT**

The website is for a client. To make this collaboration work and yield the desired results, I will discuss with the client what the goals of site are and requirements. We can then use that information to determine furthermore what information is pertinent and how that translates into organization of content. The client would be responsible for content deliverables and then, I, as the web developer may begin to use that content to frame the layout and design of the site. Once approved by the client, I begin development.

**TESTING**

I will include Chrome, Safari, and Firefox browsers in my testing. The two things I can do to make test that the site works properly is: (1) Test functionality of buttons and plugins across the front-end, (2) use Chrome/Safari/Firefox DevTools to test for any errors in the console, (3) review content to make sure the site satisfies the requirements established during the consultation, and (4) make sure that pages are linked to each other where appropriate and easily accessible, so the user does not have to navigate across multiple pages to get to the desired destination.

**DESCRIPTION**

The goal of the organization addresses the needs of individuals and families by establishing programs and engaging in collaborative ventures with other organizations to reduce the effects of poverty, inadequate education, substance abuse, violence, unemployment, and other social problems that reach across the spectrum of age, gender, or religion for the benefit of the community. The site will serve as an information pinpoint for people wanting to know more information about the organization and how to become involved. It will also keep users up to date on recent achievements and events.

There are two target audiences here for two separate purposes. The first audience is the youth. The organization has programs that specifically involve children. The website will provide more information and real-life examples to assure whether this program is the right fit for the prospect. The second audience is adults who are looking to get involved in some way, shape, or form. Adults looking to volunteer with or donate to the organization is that adult audience that will benefit most from the content on the site. By determining these audiences and aligning with the goal(s) of the site will determine the hierarchy of pages and the content that needs to be made more prevalent across the site. In this case, it may be more suitable to include call to action items across the main pages to view the programs (maybe relevant to the content on the current page) and donate for readers inspired by the content on the site.

The content will come directly from the client, except for the plugin used for making online payments for donations. The requirements for receiving the money from donations made online will determine the external source that will be included on the site, for example a PayPal plugin or Google Pay. As far as unique content from myself, that will most likely come from the call-to-action items and possible other little blurbs across the site. Being a hired contractor and not being directly involved with the organization, it is important for the information to come from the client so that their messaging achieves the desired perception to the viewer. The content will most likely be updated on a month-to-month basis considering events and other news will need to be added to the site for the viewers to stay updated on the organization's work.

**GROWTH AND MAINTENANCE**

The website will grow where the News content will exist. This gives the client a space on their site to show off all their achievements and exciting things to come for viewers. The site will probably be updated once or twice a month to capture the past month in review and keep viewers up to date on the organization's work. To make the development of these updates consistent is to provide a template for the client to frame the content, so there is not so much more development work needed per update.

**ORGANIZATION**

The pages that will be included in this site are as follows: a homepage, news page, about us, staff, contact, donation, program overview and single program pages. The main navigation will include a home link represented by the foundation's logo, the About Us, Donation, Programs, and News link items. The Staff and Contact pages will be dropdown menu items from the About Us menu item. The single program pages will be dropdown menu items under the Programs page. These items are being used to eliminate information overload and helps divide the content from broad topics to more specific, relative information.

Flowchart of site

**Graphical user interface, application

Description automatically generated**

**Homepage wireframe**

**Graphical user interface

Description automatically generated**

**Staff page wireframe**

**A picture containing graphical user interface

Description automatically generated**

**SECURITY**

The website will include an e-commerce component. Because the ability to accept online donation payments is a requirement, users will need to be able to access a secured component of the site to make their transaction, as well as the foundation to receive it. Users will also not need to create an account for this process; however, bank and credit card information is highly sensitive and will need the transaction process to be secured and authenticated. The purpose of the website is not to have a personalized user experience. The content will not need to be password-protected in any way. I will acquire an SSL certificate and call in the head of my site to only access the web content using HTTPS.

**WEB HOSTING**

What is important is as much space and customization as possible at a low cost for the client. I would need the host to be able to support files for images, video, and audio outside of the programming files. Also, I will like an FTP approach to uploading files to the server versus it all existing in a content management system that outputs content to the front-end. It will allow for more custom ability in the build. Any special technology need for this website will be an SSL certificate and a plugin to process transactions for donations, like PayPal or Google Pay. In the initial phase, the site will need to be able to support basic html, CSS, and JavaScript. Eventually, I would want it to support frameworks that could help simplify my work, like Bootstrap and SASS for CSS and PHP to handle reusable HTML and JavaScript components. These frameworks will make simplifying the code for the website even better and manageable. The domain I chose is jamesislandfoundation.org. The story behind the business client is a non-profit organization from Charleston, SC. James Island is a county of Charleston off the mainland of South Carolina.

**MARKETING**

To implement search engine optimization, it would be best to make sure I have as much relevant metadata across the site as possible. Relevant keywords and descriptions should be specific to location and the type of content that would be present on the page. I would need to add creating a sitemap for the webpages to index them and help Google crawl the pages better to produce the best results for the organization to appear in searches relevant to local community work in the area that the foundation supports. Especially included in the build of the pages, I would need to be more mindful how to semantically organize the page and makes sure headings are used properly to help establish the hierarchy of content. Other marketing will be handled through maintaining a social media presence.