**Note:**I have added an additional clarification regarding the purpose of the report to the list below. I have extended the due date by a day if needed. If you have any questions - please reach out via canvas message or email with your question or to schedule a meeting.

**Project check in 1:**

**Objective and Goals:**Topics are selected. A write up of the proposed project is due. This should include a concise initial specification report. This should include a one-paragraph description of features you think should be included in the website. You will also turn in a brainstorm page.

Resources that may be helpful: [Web Content Development Step One\_ Brainstorming](https://wcc.instructure.com/courses/2349536/files/218608431?wrap=1)

[Actions](https://wcc.instructure.com/courses/2349536/assignments/29538559)

**Guidance for the assignment**

For this assignment, please think of a company (this can be real or fictional), then in scenario brainstorm some ideas about the website you would want to keep in mind, or make sure to include. The brainstorm is informal and is a first step to organizing our thoughts on the design.

After you have brainstormed about the website, work on a specification report (our check in 1 write up) - the report should include the following information. If you have more that you feel should be included you can include that at this time.

If you have questions, please reach out to touch bases. Any questions and clarifications will be added to the assignment for everyone.

Click the Clarifications button to expand and collapse

Clarifications: Questions and answers

* **Clarifications**
  + When you mention "A description of the company you are creating the site for", does it need to be an actual company or can I just make up a company in a realistic scenario?
    - You can make this up. So you are proposing what kind of company you are making a website for - for example a bookstore. When doing this that influences what we need to know and may need to consider when developing a website. The needs and audience for a bookstore still likely be very different then a bakery.
  + Are wireframes and site maps the same thing as a brainstorm page?
    - A brainstorm is what we do prior to developing wireframes and site maps. In Module 2 I shared an article on brainstorming. It has been added to the assignment as a resource as well. You can use that as inspiration when working on a brainstorm page. The brainstorm page would basically have some of the information I am already asking for, but informally. For example, if you sat down and wrote out some initial thoughts, or made thought bubbles for what you wanted to keep in mind before you moved into designing.
  + What you are asking with "what is the purpose of this report" Are you asking what is the purpose of the project check in? or are you asking the purpose of my proposed project.
    - For your first check in, you are writing the specification report as if it was in the scenario you are presented with in the above guidance. So if you were proposing this to your company (real or fictional) you will include a clear statement on the purpose of the report.
  + "What the competitors are doing." - What does it mean and how to answer this.
    - What is the competitor (we are developing an ecommerce website) of the company. First example: if you are making a website for a fictional company (for example an autoshop) where people could get basic care service or new tires, what would their competitors also be doing. For that you could look to examples local autoshops and identify what they are doing.

Second Example: If the fictional company is a new coffee shop - then you would look to see what local or national competitors are doing. For example - the ability to earn points/check points on their website.

**Turn in to canvas:**Description of proposed website, feature list, and brainstorm page.

In a single document verify that you have included the following information:

* What is the purpose of this report.
* A description of the company you are creating the site for. (Your project idea)
* The user demographic. (Who is the website intended for?)
* What the  competitors are doing.
* Proposed features.
* Include your brainstorm page