**PERSONAL PROJECT**

**WEB DESIGN GUIDE**

**STEP 1**

Directions: Make a copy of this Google Doc in your own Google Drive or download it as a word document, complete the questions, and share the link or file in the Moodle assignment when you're finished. Due Saturday.

| **Step 1: Goal Identification** | |
| --- | --- |
| * know what you're building   + purpose of website   + identify target audience   + research similar or competing sites to compare features, get ideas, and see what you want to do differently or better | |
| Directions: Think of at least 3 ideas for your personal project. Answer the three questions for each website idea in the empty box to the right where it says "Your answer here:" | |
| ↓ **QUESTIONS** ↓ | ↓ **YOUR ANSWERS** ↓ |
| **IDEA 1**   * What is the purpose of this site? * Who is the audience for your site? What age and demographic information would describe a typical user? * What sites already exist that are similar to your vision in terms of purpose, functionality, and/or look & feel? List at least 2 URLs. | Your answers here:   * Providing personal assistance to people based on a language model like chat GPT. Based on inputs from users, the website will process inputs and give answers in a conversation. While it’s processing input, it will also ask for details if it catches a trigger word like setting an alarm. It can also complete tasks like sending emails, making reservations and arranging meetings. These are basic duties, but the website can also be integrated with some other websites or apps to generate contents or images, etc. * Because Chatgpt itself doesn’t have the ability to perform actions on its own, the website will be a kind of user interface between users and chat robots.      * There’s no specific target audience for this website, it can be used personally because of chatbots’ nature, it may not be good for professionals. * Google Assistant and Alexa have similar features, but they also have limited abilities. They can set a reminder, send a text or email. However they cannot draw a picture, but this website can use dall-e to do it. |
| **IDEA 2**   * What is the purpose of this site? * Who is the audience for your site? What age and demographic information would describe a typical user? * What sites already exist that are similar to your vision in terms of purpose, functionality, and/or look & feel? List at least 2 URLs. | Your answers here:  Price comparison website for products that users want to buy from any platforms like Amazon, Best Buy, and Walmart, etc. As a first step, it will compare product prices like Google Shopping. Later, it will have a watchlist for products, the website will watch deals, discounts and compare them constantly, and it will alert users when it has a certain amount of discount.  Users don't have to put any special product with model and brand name to list, if they write any product name, the website will give recommendations, ratings and deals to the users as a report.  In addition, this website will remember users’ preferences for example; sizes, favorite brands, colors, suppliers, delivery options. It can customize recommendations and search results accordingly.  Lastly, this website may have a feature to look for special discounts or coupons from third party websites that can apply to search results.  The target audience will be online customers who want to make sure they buy products according to their specifications and for a fair price without having to check out all the available shopping sites.  Google Shopping and camelcamelcamel.com are good examples of price comparison websites and they also have a watchlist option. However they’re not offering customized search results, on people's preference. |
| **IDEA 3**   * What is the purpose of this site? * Who is the audience for your site? What age and demographic information would describe a typical user? * What sites already exist that are similar to your vision in terms of purpose, functionality, and/or look & feel? List at least 2 URLs. | Your answers here:  Users will be able to track their expenses and incomes using this website.  Several websites and apps allow clients to keep track of their expenses and incomes.  However, some of them need to obtain expense and income datasets through online banking, while others simply allow customers to enter all transactions manually.  This website will give users options to connect their online banking to the website, or to enter their transactions manually. And also users can download their statements from online banking as an excel file, or spreadsheet then they can upload this file to this website. This website can automatically get all information from excel files.  Some people may have security concerns. Because of that, users can have the option to choose not to leave their data on this website and to save the output file on their desktop.  If they choose to save their data on the website, this website can use AI and the user's past spending habits to detect the category of transactions and list them accordingly without expecting users to enter them manually.  It will be possible for users to create interactive graphs and charts that will help them understand their spending patterns based on transactions and datasets. Because of that, users will have a chance to make more informed financial decisions.  Giving financial advice may cause legal problems, however this website may also have some educational tools based on the user's spending patterns.  A wide range of people can be the target audience for this website. They don’t have to have a bank account, because they can also put their transactions manually into a website and get the output files in the same way.  As I mentioned there are several websites with the same purpose like Mint, You Need a Budget (YNAB), Pocketbook, and Expensify. |

If you have time and would like to experiment with building color palettes to go with each project idea, feel free to use the free tools from [this resource](https://docs.google.com/document/d/19gRKLcqczA-2FlZ9dt5Njz8kFCLf-1fV4mn_fLqRr3E/edit?usp=sharing) or any other tools you find useful.