# Website Planning

During the semester you will create two types of websites, a CMS website, and a static website. The content for the two websites will be very similar, but the way we design each website will greatly differ. This website planning assignment will help you plan for both websites. For part 1, the answers to the questions will apply to both websites. For part 2, you will create only one sitemap.

Analysis Sheet - Part 1 (CMS and Static):

Copy the headings and the following questions on a Word document and answer each as instructed.

1. **What is the purpose of the site?** The purpose of my site is to provide a space for people who wear makeup to share honest reviews of makeup products and learn more about the different products that exist.
2. **What do you want the website to accomplish?** The website should serve as a way for makeup lovers to save money. Oftentimes, makeup store sales associates and influencers can be biased about whether products are actually good or not. The website allows an open space for users to learn more about products, see honest reviews, and learn which products work best for their skin type and color.
3. **Who is your intended audience?** *Don't say, everyone - be more specific.*

The target audience would be all makeup lovers. To be more specific, we will target women 14–40, as these are the largest audience demographic for buying makeup products.

1. **What opportunity, problem, or issue is your site addressing** The website addresses social media influencers and beauty stores pushing products to benefit sales and brand deals, and not necessarily the consumers’ best interests.
2. **What pages will I have within my websites?** 
   1. List the working title of each page on your website and describe each page.
   2. You should have at least a home page, form page and at least one other page.

* **Homepage:** An overview page with navigation, pictures of trending/new products, and recent reviews.
* **Reviews:** This page is where users will find all products for them to interact with. Each product has an image that includes details like a product overview and reviews that can be expanded when the image is selected.
* **Survey:** This will be my form page where users can input personal things about themselves to get filtered makeup suggestions.
* **Makeup Inspiration:** A page that includes pictures of different makeup looks and what products were used to create the looks.

1. **What information do I need?** List where you will obtain the content (facts, text, graphics, sounds, video) for the web pages you listed above.

I will gather pictures from internet sources such as Google and makeup brand websites. I will write the content for the products.

1. **How will your project use a form?** Describe how you plan to use a form in your project to collect information — examples of using a form might be to offer feedback, provide a survey or poll, offer subscriptions to a newsletter, etc.

There will be a survey to gain user info, and then based on responses it will give products that match the survey answers.

Visual Site Map – Part 2 (CMS and Static Websites):

You can draw or use a word processor, PowerPoint, or other tools such as LucidChart, to create a sitemap that represents both your websites that displays the hierarchy of pages and the relationships between the pages. You are required to have at least 3 website pages; however, you can plan for more. I am only grading the three required pages. [How to make a site map](https://www.lucidchart.com/blog/how-to-make-a-sitemap-using-lucidchart)

A screenshot of a computer

AI-generated content may be incorrect.