Assignment 4.2 – Final Project Development 3: Planning a Web Site: Part 1

1. Website Goals and Objectives:

- Purpose Statement: Our website aims to empower individuals to unleash their creativity and innovation potential by providing curated content, practical tips, and interactive resources.

2. Target Audience Analysis:

- Target Audience: Creativity enthusiasts, aspiring innovators, and individuals seeking inspiration and practical guidance.
- Wants, Needs, and Expectations:
  - Wants: Access to curated content, practical tips, and interactive resources to fuel their creativity.
  - Needs: Inspiration, guidance, and tools to overcome challenges and develop their creative and innovative skills.
  - Expectations: Engaging and interactive content, user-friendly design, and a supportive community platform.

3. Planned Website Pages:

1. Home
2. About Us
3. Blog
4. Resources
5. Creative Challenges
6. Interactive Tools
7. Community Forum
8. Contact Us

4. Website Structure:

- Hierarchical Structure:
  - Home: Introduction to the website and navigation options.
    - About Us: Information about the website creators and their mission.
    - Blog: Regularly updated content featuring articles, case studies, and insights.
    - Resources: Curated collection of tools, templates, and recommended reading.
    - Creative Challenges: Interactive challenges to spark creativity and innovation.
    - Interactive Tools: Tools and applications to facilitate creative exploration.
    - Community Forum: Platform for discussions, collaborations, and sharing ideas.
    - Contact Us: Information for contacting the website administrators.

ITSE 1301 Web Design Tools

Assignment 4.2 – Final Project Development 3

You must submit the assignment in MS Word format (use PowerPoint for diagrams, navigation, etc…). Submit quality work. The assignments are for skill development and should be of 'professional' quality of 1-2 pages per assignment.

You must save this document as a PDF, publish it on your website, and link it in your default_assignment.html doc.

Read from the following references and answer the questions:

1. **The modern web design process (See download for free e-book in PDF version)**
   The modern web design process. (n.d.). *A Free Webflow Ebook*.
   https://webflow.com/resources/ebooks/the-modern-web-design-process

2. **Web design with the focus on the target audience**
   Web design with the focus on the target audience. (n.d.-b).
   https://www.outcrowd.io/blog/web-design-with-the-focus-on-the-target-audience

3. **How to structure your website (and why it's important)**
   Team, W. (2023b). How to structure your website (and why it's important). *Webflow*.
   https://webflow.com/blog/website-structure?utm_source=google&utm_medium=search&utm_campaign=SSGoogleSearch-Nonbrand-DynamicSearchAds-Core&utm_term=dsa45211625058__491754501325__&gclid=Cj0KCQjwmvSoBhDOARIsAK6aV7h1Q0JP50avx43gwf5ZOfy3Z1ZJMDa79JC0oQbh2fXWRZYBOaXvPMIaAo8tEALw_wcB

Assignment 4.2: 1. Determine your website's goals and objectives and draft the website's purpose statement.

2. Identify your website's target audience(s) and determine the wants, needs, and likely expectations that your website's design and content should satisfy for that audience.

3. Identify the pages you initially plan to include on your website.

4. Determine which of the three website structures—linear/tutorial, webbed, or hierarchical (or a combination of structures)—will best meet your website's purpose. Use a text outline,

manually draw the structure, or use software to illustrate your website's structure as part of your design plan.