1. What will be the topic of your website?

A portfolio for my friend and her fiancée.

1. In a paragraph describe **the purpose** of your website.

The purpose of the website is to showcase the work that my friend and her fiancée do as well as provide information for how to schedule an appointment with them.

1. What **goal** do you want your website to accomplish? List at least 2 goals you have for the website. Remember goals must be **measurable**.

I would like this website to bring in at least 2 new customers for them in the first month and have at least 5 views in the first month.

1. Who is your target audience? Describe the audience by age, gender, socioeconomic characteristics and so on.

The target audience would be female identifying people between 18 and older in the Northeastern PA area.

1. What topics will your website contain? In other words, what are the pages that you want to have for your website? (You should think of 3 to 10 pages)

The website will include personalized about me pages for each stylist, their previous work, as well as where they do their work and how to schedule with them. (3 to 5 pages)

1. Draw your site map for your idea (utilizing word, or even by hand).

See attachment, “SiteMap”

1. What type of content will your website include (text, video, audio)? What types of text, graphics, and media will the website have?

The website will include images and videos of the stylist’s previous work, the locations they work at, information about the stylists and how to book an appointment with them.

1. Draw a wireframe for the homepage of your website.

See attachment, “Wireframe”

1. If you could have any DOMAIN name in the world, what domain would you use for your website?

vividlockstylist.com

1. Research other websites on the web. Provide the URL to 2 websites that are similar to the website you want to create.

<https://www.joycewilliam.com/>

<https://www.hairbynataliya.com/>

1. What color scheme might you use? Pick some colors that might go well with your website theme and idea.
2. What color will be the dominant color of your website? (Provide the HEX code: #A100E6)
3. What colors might you use for text (foreground)? (Provide the HEX code: #000000)
4. What colors might you use for background? (Provide the HEX code: #D9B6E0)
5. Are there any other colors you might use? (Provide the HEX code for each: #E60BC2, #E5D710, #47E617)
6. What type of color scheme are you using (Double Split Complimentary)
7. Use the contrast checker to compare your text color and background color. Do they meet the WCAG AA standard? If not, change the lightness or darkness of colors until they meet it. Change the answer above with values that meet the accessibility standard.

Yes, they do. Contrast ratio: 11.72:1.

1. Create a case scenario (or persona). Invent a person who might go use your website that fits the target audience. Give this person a name, age, gender, job description, educational background, what type of hobbies does this person have? Why is this person accessing your website (what is their motivation)? What will this person do once they reach your website? Where are they accessing your website from? What types of considerations should you make to ensure this persona enjoys their experience in your website?

Emily is a woman in her mid-thirties, who works as a nurse at a hospital in the county. She is looking for a stylist to schedule with since her old one has just moved away. She is accessing the website from her phone on her lunch break. She will be looking to see what services both stylists offer, where they work, and what their previous work looks like.

I would make sure the website works well on a mobile platform as well as a desktop/laptop platform. It will be easily accessible and navigable with no hidden information.