**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.

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| **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:  Grocery Shelf life Tracker  Food waste is a serious problem and many times people forget the groceries they buy and the food goes to waste. This website would track the groceries people buy through their receipts. With this data, the site will remind people when their produce, dairy or meat products are about to go bad. The target audience would be people who live alone and are economically and environmentally conscious.  Similar sites:  <https://www.foodsafety.gov/keep-food-safe/foodkeeper-app>  This site gives information on how long specific grocery items last, it is a database and does not a curated user experience.  <https://www.tasteofhome.com/article/heres-how-long-your-fresh-produce-will-really-last/> |
| **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:  Hobby Finder  As we grow as adults, we sometimes forget to try new things and spend time on non-career interests. This site matches individuals to hobbies that are catered to their lifestyle, interests and personality. On this site, individuals can also track how long they dedicate to their hobby (relating to the 10,000 hour rule).  The target audience is single working professionals. A typical user would be a 26 year old working woman with spare time.  Similar sites:  <https://www.discoverahobby.com/>  <https://www.buzzfeed.com/jasminnahar/this-aptitude-test-will-reveal-which>  <https://hobby-finder.com/> |
| **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:  Crochet Pattern Visualizer  The Crochet Pattern visualizer helps individuals preview what their work will look like. Individuals will be able to enter what stitches they’re using, the yarn weight and other details to get a more comprehensive look on their future product.  The target audience is crocheters and crochet pattern designers. The average age: 20-65.  Similar sites:  <https://www.stitchfiddle.com/en>  <https://stitchboard.com/pages/pattern/freePatternWizard.php>  <http://stitchworkssoftware.com/> |

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.