1. KEY CHARACTERISTICS
    i. Database for relevant resources
    ii. Helps people understand career research better: what to look for, how to look, what tools to utilize
    iii. Connected discord for collaboration and extension of resources provided.
2. SIMILAR WEBSITES
    i. BlackBrilliant Minds - https://brilliantblackminds.karat.com/about
        a. Gradient backdrop color scheme
        b. Auto-sliding testimonial section
        c. Sliding bar of sponsors or involved organizations
    ii. Brittany Chiang Portfolio - https://brittanychiang.com/
        a. Coding font and theme
        b. Scrollable single page set up however, a sitemap can jump you into different sections
3. CONCLUSION
    i. My website will be an informational website.

WEBSITE PURPOSE AND GOALS

1. PURPOSE
    i. Hub for free resources related to Black Software Engineering and Success.
2. GOALS
    i. Supported and used nationally by organizations at HBCUs, small PWIs, and learning programs
        i. Ie. Black Student Unions, Black In Tech on-campus groups, Career Development Offices, and Bootcamps/other learning programs
    ii. Virtual Conference
        i. Working with on-campus orgs they can host an in-person event for those that want to watch the virtual conference in community.
            1. Org can curate in person discussion or other activities centered around the conference before or after the conference
    iii. Senator and Mayor support
    iv. College Tour sharing and explaining website
    v. Sponsored for scholarships that fund fun.
3. MILESTONES
    i. Develop a distinguishable and cultured name and logo
    ii. Curate a discord environment that is active and useful
    iii. Curate a rating or review system for the resources provided

i.   Guide consumers on which resources they might want to try first.
                    ii.   Predicting that the analytics collected will allow me to fine-tune the
                          most useful database
          iv.   Have a notification system for important social media accounts that go
                Live
          v.   Have a calendar filled with conferences, hackathons and other networking
                opportunities
    4. METRICS
          i.   Most clicked resources
                    i.   Can show the companies or people I have highlighted on my site
                          the engagement I'm bringing in.
                                1. This data can hopefully encourage further collaboration with
                                    them
          ii.   Website visitor's average time on the website and in certain sections of
                the website
          iii. Total number of colleges visited
          iv.   Total number of organizations I'm collaborating with and the total number
                of people involved in those organizations annually
          v.   Survey not about the site but about consumer
                    i.   ie age, mode of learning, learning style, needs, challenges their
                          facing, personal ways they've managed/overcome past challenges
    5. ANALYTICS
          i.   Google Analytics - https://analytics.google.com
          ii.   GTmetrix - https://gtmetrix.com/

WEBSITE CONTENT: TEXT AND IMAGES

    1. IMAGES
          i.   Shopify Burst - https://burst.shopify.com/
          ii.   Iconizer - https://icons8.com/iconizer
          iii. Lorem Picsum - https://picsum.photos/
    2. TOOLS
          i.   Google Keyword - Google Keyword Planner - Keyword Research Tool
          ii.   SEO Site Check - SEOSiteCheckup - Search Engine Optimization
          iii. Textise - https://www.textise.net/
    3. ACCESSIBILITY
          i.   Easily identifiable interactive elements
          ii.   Easily identifiable feedback area

WEBSITE CONTENT: FUNDAMENTALS

1. SITEMAP https://www.gloomaps.com/6XHWgvwxgx
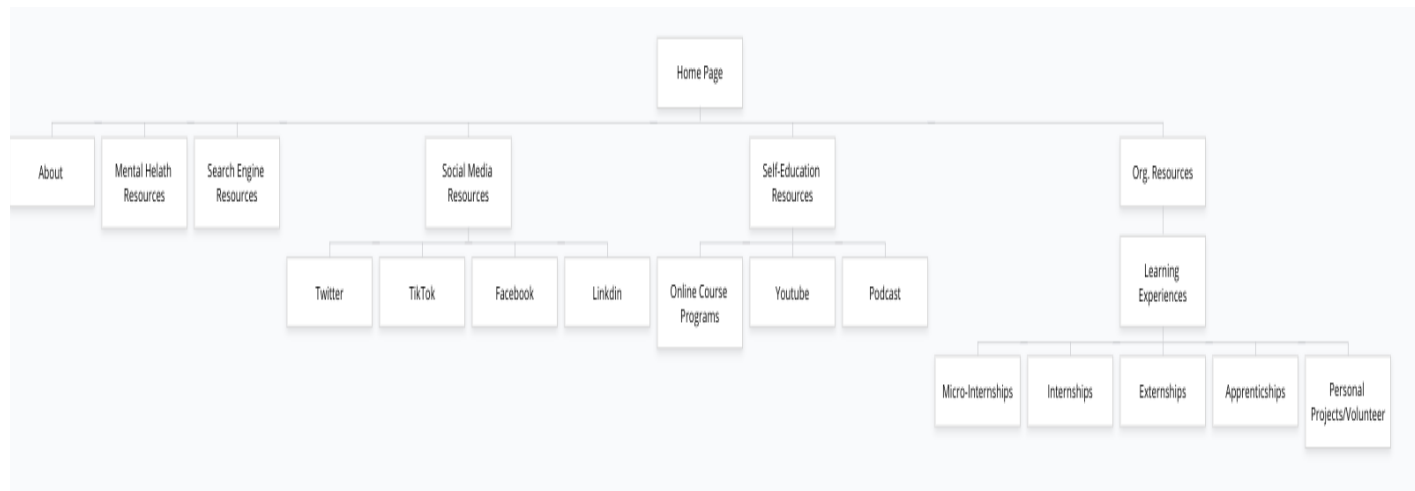
2. LAYOUT CHOICE
    i. Home page is separate from other web pages. Will be able to use the navigation bar to navigate back to homepage or other pages. I find this layout clean and effective.
3. COLOR CHOICE
    i. Gradient backdrop color scheme using rich dark colors like purple or blue gradually fading into something lighter cohesive colors.
        i. I believe this draws my audience's attention to where I want them to focus.
        ii. Colors also pair well with images of black people
        iii. I don't want a website too bright or too dark.
4. FONTS AND TYPOGRAPHY
    i. Clear and easy-to-read font that is well spaced so the webpages are not cluttered and feel overwhelming
5. FUNCTIONALITY
    i. Connectes a vast amount of people to relevant professionals and communities
    ii. Reminders audience of important events and their date with our calendar feature
6. TARGET AUDIENCE
    i. My target is 17 and up black low-income people looking to kick start their career or pivot.

Let's Double the Number of Black Engineers in Tech.

Hi, my name is

I am a resource hub for aspiring Black software engineers.

I hold free resoirces covering a wide range of areas and topics related to sucess as a Black software engineer. Currently, I'm focused on establishing a foundation of information that you can build on top of and upskill from.

Check out my resources!