

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

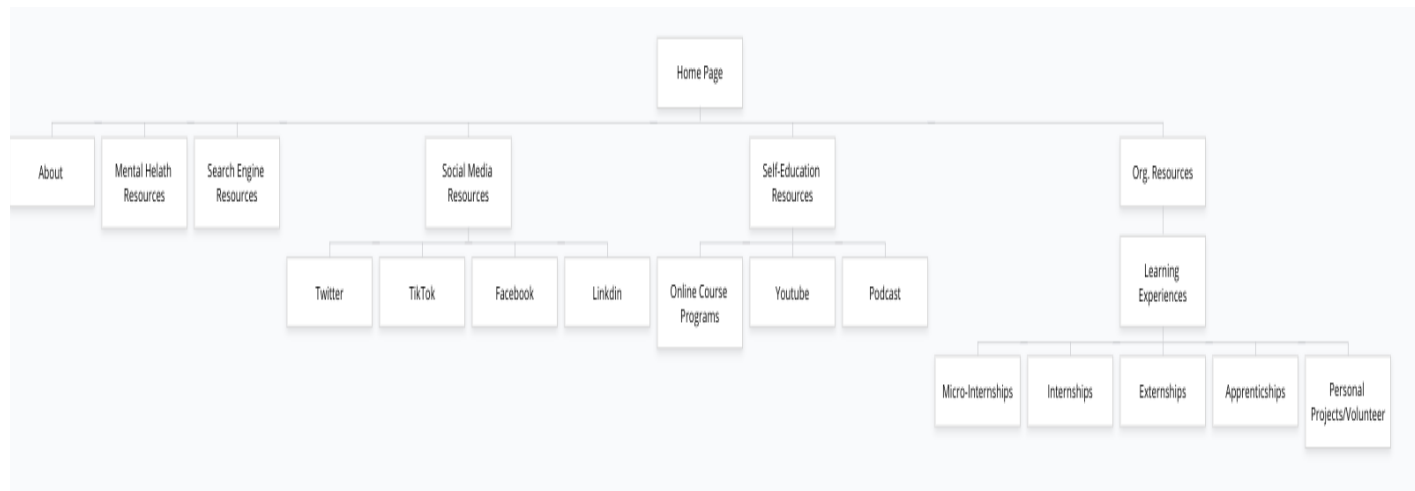
- i. Guide consumers on which resources they might want to try first.
 - ii. Predicting that the analytics collected will allow me to fine-tune the most useful database
- iv. Have a notification system for important social media accounts that go Live
- v. Have a calendar filled with conferences, hackathons 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. Connects 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.