

WEB160

Assignment 3 - Project Scope

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**1. What type of written information is the potential user of this site looking for and/or wanting to gain by coming to this site?**

A user visiting my site is looking for basic information about me and what I do with regards to web design. They might want to see my work history, education and skillsets via a resume. The user might want to gain a better understanding of my processes through a case study or customer review. The user might specifically be looking for pricing and contact information. In addition, a user could potentially be interested in blogs/ white papers I've written.

**2. What type of written information is the client looking to convey to the user with this site and why?**

Through the written content on the website I am looking to convey my work history and skillset. As well as communicate my workflow and thought processes when it comes to building a website. Overall I want to convey that I am a competent and strong web designer.

**3. What is the perception, attitude and tone that the user will feel most comfortable with and why?**

The user will feel most comfortable with a welcoming, down to earth yet professional attitude and tone. The user wants to be confident in my abilities but also not overwhelmed or turned off by me communicating that. When a user feels welcome and comfortable, they are likely to continue to explore on the site and experience more of what is intended for them.

**4. What perception, attitude and tone does the client want to convey to the user and why?**

The perception and tone I want to convey to the user is welcoming and professional. I want to portray the attitude that I am confident and capable in what I do. I want to stand out to the user without being overwhelming.

**5. What might be some typical questions the potential user might ask about your site's business or organization? (Write at least 20 questions.)**

**6. What are the answers your client should provide to the users' questions? (Answer questions you described above as this will eventually become "content.")**

- **Do you do any logo or brand design?**

Yes, I can update and design logos as well as brand specific visual assets for your website. I understand the value of communicating a brand through a logo and carrying that theme throughout the website. I enjoy developing brand concepts and implementing them through the web.

- **What type of web development do you do?**

I am a front end web developer and designer. I use html, css and javascript to create beautiful, clean websites that thoroughly communicate the client's identity and cater to the user's needs.

I am also familiar with the basics of PHP and MySQL to develop and apply web applications to websites adding another level of functionality.

- **Are you familiar with Adobe CS?**

Yes, I am familiar with Adobe CS. I am proficient in Illustrator, Photoshop, Indesign and Dreamweaver. As a designer these are a must in my tool box. I prefer to build wireframes, logos and visual assets in Illustrator and use Photoshop to enhance and optimize images. However, I do have experience developing wireframes and visual designs in both of those programs.

- **Do you know HTML5/ CSS3?**

I am very proficient in html and css, they are some of my strongest skills. Throughout my courses at Seattle Central I have had the opportunity to fine tune and advance these skills. In addition, I have done a fair amount of my own research, learning and implementation of html and css on my websites.

- **Do you know JavaScript/jQuery?**

I am familiar with JavaScript and jQuery through completing the JavaScript/jQuery course at Seattle Central College. I have written my own scripts as well as modified and integrated jQuery plugins for my websites.

- **Have you worked with a CMS before?**

Yes, I have experience with content management systems, specifically Wordpress. I have experience modifying current themes as well as creating a custom theme.

- **What other web development frameworks or languages are you familiar with?**

As far as frameworks and other languages I have worked with Bootstrap, PHP/MySQL, JavaScript and jQuery. I have done a little of my own research on AngularJS as well.

- **Are you familiar with Responsive Design? Mobile Design?**

I am experienced in creating responsive websites and designing for a mobile platform. Most of my websites are responsive and have a custom mobile design. My portfolio has examples of some of my responsive designs.

- **What experience do you have with usability?**

Throughout my coursework at Seattle Central College I completed a usability research methods course. I am experienced in the principles of usability and usability research methods. It is my belief that all web designers should design with the user experience in mind.

You can see examples of my usability research testing and reporting in my portfolio.

- **How do I contact you?**

My preferred method of contact is via email or through the contact form on my website.

- **How did you get into Web design?**

I was drawn to web design as a focused media to be creative and improve/develop my talents. After ten years in the equine industry I was ready for not only a change, but an avenue that allowed me to use my creative talent to help others. Web design seemed to fit well with what I was looking for. Now after entering the design program at Seattle Central I couldn't be happier with my decision.

- **What is your process for designing a website?**

Typically the beginning phases of building a website consist of gaining an understanding of the site's purpose/direction, what the client wants/needs and what potential users want/need. This can be done through client interviews, surveys, and competitive analysis.

From there I begin forming information architecture from the gathered information using a top down and bottom up approach. Next would be building and designing the content layout, wireframes, and visual design.

The final step would be the development of the site through coding and content management system implementation. Once the site is finalized and approved by the client the site is placed live on the client's server.

- **What types of websites do you enjoy working on?**

One of the exciting things as a web designer is that the topics and types of websites you work on are always changing. I would say there really isn't one type of site in particular I enjoy working on. For me what is enjoyable is creating a website that really hits the mark on what the client wants to portray and what the user needs.

- **What education do you have?**

I will have an Associate of Applied Science Degree in Web Design from Seattle Central College, expected graduation in spring of 2017. Throughout the program I have acquired an understanding of and experience with HTML, CSS, JavaScript, jQuery, PHP, MySQL, Adobe CS, Wordpress, Logo design, Typography, web team practices, workflow methods, theory of web design, writing for the web, and User Experience Design.

- **Why should someone hire you?**

With my previous experience in client relations and management coupled with my web development skills I feel I would be an excellent addition to a web development team. I possess a strong attention to detail and I believe design is a path we walk everyday of our lives. I understand the importance of clean design and communication with a love of white space. I would be honored for the opportunity to showcase, improve and grow my skills as a web designer to ultimately improve the lives and businesses of others.

- **What websites have you worked on?**

I've worked on a number of websites from small business user interfaces to blog and nonprofit sites. Some of my projects are live and some are projects showcasing various skillsets. In my portfolio you will see more detailed examples of projects I have worked on.

- **Have you worked with other developers before?**

Throughout my time at Seattle Central College there have been many opportunities to work with other developers and designers. In the advanced web design course specifically, we as students worked on a web team to design and produce a website for a live client.

- **Would you be willing to do ongoing work/maintenance for a website?**

Yes, I am familiar with an agile work environment, and am certainly open to maintaining, updating and/or developing a website in phases. I understand that often times this is the best approach as clients need something up and functioning quickly.

- **What is your favorite aspect about working in Web Design?**

My favorite aspects of web design are definitely the creative and development pieces. I enjoy using my design talents and aesthetic to create websites that stand out and communicate a brand in a tasteful way. I also enjoy the actual development of the site. I like organizing and writing clean code and pushing myself to develop things that are new to me and experiment with different methods.

- **What other software programs and/or applications do you have experience with?**

I am familiar with microsoft office, google drive applications, various text editors, ftp tools, mamp/mamp pro, github, github desktop, phpMyAdmin, MS Workbench, and various other developer tools.