



3055 BA SANGAM COLLEGE

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WORKSHEET 7

School: Ba Sangam College

Subject: Computer Studies

Year / Level: 13

Name of Student: _____

Strand	3 – Application Packages
Sub strand	3.1 – Web Designing
Content Learning Outcome	Discuss and develop web design skills

Website Planning

- ❖ Why web designer wants a web site and what to create.
- ❖ Website Planning is a process for identifying the Objectives and User Needs that drive the Development Cycle.
- ❖ This is the first step for building a successful website. It allows the designer to explore some of the most fundamental issues of site development. For example

- Why are we doing this?
- What value will our website produce (from the investment we are making)?
- Who is our audience?
- What do they want?

❖ **Setting the scene**

Although stakeholders may be enthusiastic about going online, they may not have much experience of the factors that drive web production.

These factors include:

- Industry & market trends: What web designer's peers are doing?
- Technology: What new content & design options are available?
- Online society & culture: How audiences are behaving online.

❖ **The cost of development**

It is also important that stakeholders understand constraints on development. The most important constraints on web site development are budget and time. Only build what web designer can afford in time and money—both now and with regard to the effort web designer will need to invest in ongoing maintenance.

❖ **Setting Smart Goals**

When choosing goals for a website, it is not enough simply to produce eloquently worded statements of aspiration.

A Web Designer's goals must be reasonable and actionable. That is, they must be SMART:

- Specific. Goals must focus on a particular area of activity and not be so broad as to be meaningless.
- Measurable. It should be possible to gauge when a Goal has been achieved.
- Achievable. There is no point setting a Goal that cannot be achieved.
- Realistic. A target must also be realistic.
- Timely. Finally, the Goals must be timely, meaning they should be bound by a time frame.

❖ **User Needs**

"Who do web designers want to use web designer's website? What do they want?"

ACTIVITY

1. What is role of the website designer?

(2marks)

2. Why is it important to identify the uses during the planning stage? (2 marks)

3. What are the four fundamental issues of website development? (2 marks)

4. List and explain three factors that drive web production. (2 marks)

5. List and explain the SMART goals for website development. (5 marks)

6. Define website planning. (1 mark)

7. Study the information given below and answer the questions that follow:



Source: <http://www.education.gov.fj>

a) List the domain name for the website. _____ (1 mark)

b) State the description of the websites top level domain. (1 mark)

c) Explain the importance of the web designer during the planning phase. (2 marks)

d) Explain one benefit of having a website. (2 marks)