COMP 266

Web Programming

Site Design Plan for orrindell.com

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Theme

The purpose of my website is to use the site as a dynamic resume and portfolio to promote myself as I navigate into a career path Web Development while also acting as a site that also promotes and supports me as an environmental consultant (my primary career). I want my website to help the user understand who I am, what experience I have, list my professional accomplishments to date, as well as to set the foundation to showcase my online portfolio (*i.e.,* allow me to add content showcasing future projects completed for clients). I also want to include some information on my site about topics I am passionate about including technology, energy and resources, agriculture, small business and entrepreneurship. The purpose behind including this material is to assist those professionals who visit my site in identifying online resources available to them, while also showing potential employers and/or clients that I am up to speed in various industries and interests. I want to be able to provide relevant information and material for these industries so that my site is seen as a useful, "all-in-one" hub of references and resources regardless as to whether they hire me or not.

To accomplish the purpose of my site, I will incorporate the following themes into my website:
- a summary about myself,
- my interests and aspirations,
- outline of my experience to date,
- my services/abilities offered, and
- a showcase of my Web capabilities which will grow as I further my education in coding and Web Development.

User Personas

Persona #1:

Name: Rina Verma

Demographics:
35, female, Canadian, married mother of 2

Occupation, Knowledge and Skills:
Rina is an environmental consulting professional in Toronto with 15 years of experience. She specializes in linear development projects for the energy industry. Rina has moderate knowledge about computers understands the importance of an online presence. She has experience with Windows based software such as Word and Powerpoint.

Source: Pixteller, 2017

Goals and Motives:
Rina has recently established her own environmental planning business and has landed her first client. It is her goal to continue to build her client list, and is looking for rapid growth, hiring additional planners if needed as her business grows.

Approach to Site:
Rina will come to the site to view my information and also view the associated environmental planning information and links on the site that may help her to help her get up and running. An analytical thinker, Rina will have done her homework on me before she calls and will have a list of questions ready.

Scenario #1
Rina needs a contract Project Manager to help her get her first project up and running. Seeing that I have Project Management experience in large scale linear developments, she finds some assurance that I can help her strategize what she needs to get going on the project and can take some of the load off of her in these initial months. She calls me and we set up a meeting to discuss the project further.

Scenario #2
Rina has attempted to construct a website for her new business by herself. Although she was able to create the rough outline of her vision of her site using Wordpress, she has become stuck on how to make the outline a reality online. Rina has found my site and scrolls through the Web Development and then the outline of my Environmental Planning experience of my site. Liking what she sees, and thinking I can help, she follows up with me the next day with a phone call to set up a meeting.

Persona #2:

Source: Pixteller, 2017

Name: **Chad Lindsay**

Demographics:
32, male, Canadian, single father

Occupation, Knowledge and Skills:
Chad is an oil and gas Engineer with 20 years of experience. Chad is very familiar with technology, using complex software as part of his work. Chad also has moderate experience in coding, specifically in C## and Javascript languages. Chad is active on Twitter and Instagram.

Goals and Motives:
Chad has recently inherited a sizeable amount of money and has decided to leave his corporate job to found his own junior oil and gas company. Chad is currently establishing his Business Plan and will be actively looking for investors soon.

Approach to Site:
As a new entrepreneur Chad will be cautious and somewhat skeptical as he scrolls through my website. He will be methodological and strategic as he views my site to see how I could help him. He will likely visit the site more than once, re-reading the information, as he determines if he likes what I have to offer and if he wants to set up a meeting with me.

Scenario #1
Chad needs a website for his fledgling oil and gas company. He needs the site to showcase his company, identify Key Personnel, Management team, and Board of Directors, as well as illustrate the geographical area his company operates in and its underlying geology. He also needs the site to have links to corporate presentations and news releases that will be perpetually added to the site as part of business operations. Liking that I have experience in the oil and gas industry, he emails me to see if we could meet to discuss his web site.

Scenario #2
Chad needs help in developing the strategy for his plan to start his own oil company. He finds my website and views the Energy and Resources segment of the site. Seeing that I have previous experience in the in the energy industry as an environmental consultant, he reviews in more detail how exactly I could add value to his start-up. Interested in learning more about the environmental and consultation requirements for oil and gas development, he sends me an email to see if we could meet to discuss further. He is also curious about my availability to join him on a regulatory road show as he meets with provincial and regional levels of government to introduce himself and his new company to regulators.

Persona #3

Source: Pixteller, 2017

Name: **Garrett Edwin**

Demographics:
45, male, Canadian, married with three kids

Occupation, Knowledge and Skills:
Garrett is a third generation farmer in south central Saskatchewan. He runs a mixed grain/cattle operation as well as a produce garden he markets at the local farmer's market during the growing season. Garrett is active on Twitter and communicates mostly via telephone or text message.

Goals and Motives:
Garrett is looking to improve the marketing of his cattle and vegetable businesses by establishing a website. He wants to be able to present his livestock and produce on his website in the hopes of reaching larger markets.

Approach to Site:
Garrett will have a quick look at the site and then pick up the phone and call me to verbally discuss what I can do for him.

Scenario #1
Garrett wants to create a website for his farm "Edwin Acres." His site needs to include a catalogue of all of his cattle (Red Angus) currently for sale as well as information on his produce market, including an active feed that tells the user where and when they will be selling their goods. He also wants a blog function on the site so he can blog about agricultural issues. Seeing that I am someone with an agriculture background and some web development skills, he calls to see if I could meet to discuss setting up his site for him.

Persona #4

Source: Pixteller, 2017

Name: Garnet Hannah

Demographics: 39, male, Canadian, married with 2 kids

Occupation, Knowledge and Skills: Garnet is the owner of Barley Beer and Malting Inc., a micro-brewery operating out of Red Deer, Alberta.

Goals and Motives: Garnet's business has taken off. He has realized a 150% year over year increase in sales over the past three years. Garnet wants to leverage this momentum and re-do his current website and build more of an online presence to promote his beer. Garney is a whiz with spreadsheets, and uses Facebook a lot, but is not very familiar with how websites work and how they can be used to help his business.

Approach to Site:
Garnet will spend a decent amount of time navigating around on my website. He will be most interested in trying to find out how I could provide him with a packaged deal where he will get a website and associated social media outlets for his company.

Scenario #1
Garnet has a company website he built himself 5 years ago. Given the recent success of his business, he wants to completely redo the site. He wants to incorporate more e-Commerce and mobile functionality into his site, allowing consumers to purchase his beer online for home delivery. He wants consumers to be able to set up an account through his website that keeps track of their orders, tracks their beer preferences, and gives them the ability to opt-in to receive promotions and sales on their favourite beverages. He also wants to provide his retailers with their own accounts as part his supply chain, and using order history, wants the site to predict when retailers may be running low on his product, and automatically notify them about re-stocking his product. He also wants this feature to notify his factory concurrently so they have the heads up to ensure they have inventory for a new order from the retailer.

Garnet snoops around on my site. Realizing my Small Business background coupled with my Web Development abilities, he is interested in learning more about how I can help him redo his website and strategize for his new marketing plan. Garnet calls me to set up a lunch meeting to discuss further. During our conversation, I highlight how I can also help him updated his marketing platform to reflect a more digital environment.

Other Requirements

Legal requirements

As a hub of information for select professionals, my site will make extensive use of lists and hyperlinks to resources provided by other websites. As a result, I will need to ensure that I have the appropriate legal disclaimer on all of my web pages. This disclaimer will need to indicate that all information on third party site is assumed to be correct and free of errors and updated on a regular basis, however, the professional uses the information at their own discretion.

Social requirements

My website will include the appropriate social media tags to my Twitter, Linkdin, Google+ and Facebook sites.

Organizational requirements

I will need to build a clean, easy to navigate site that clearly identifies the many branches of the site. Each "piller industry" of my site (*i.e.*, energy, agriculture, small business, and entrepreneurial) will need to be neatly organized so that individuals from each industry are able to quickly get to their area of interest.
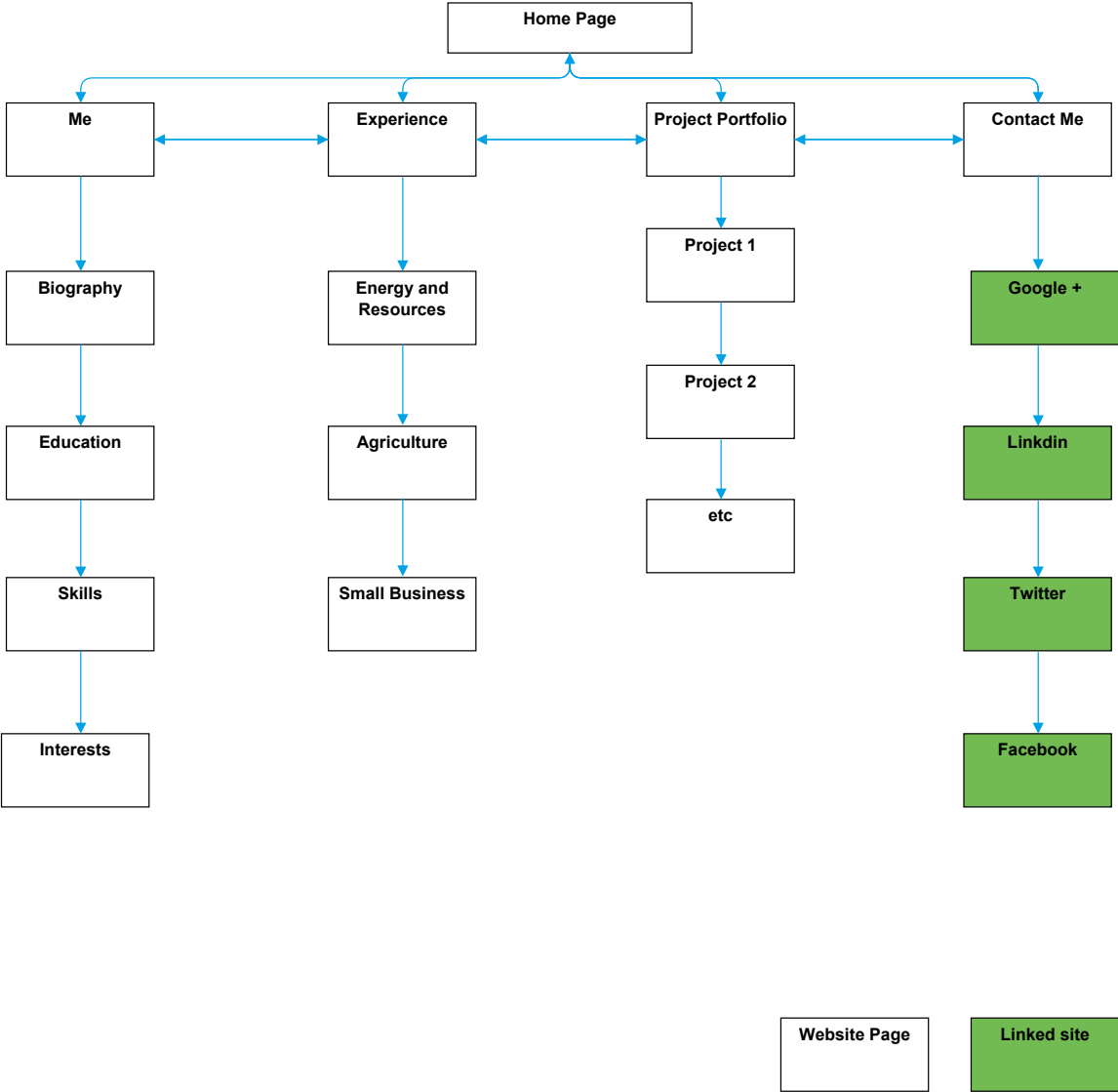
Technological requirements

My site will be viewed over multiple devices, laptops, PCs, smart phone, tablets, etc. Therefore, the site needs to be responsive and scalable to ensure it offers an enjoyable user experience and ease of navigation regardless of device used to access the site.

Contextual constraints

As I am currently building my second career in Web Development, for the short term, will lack any websites designed and displayed as part of my portfolio until I can attract some clients. However, building the site with the intention of adding completed sites to the portfolio segment is one of the whole purposes of creating the site in the first place.

Site Map – orrindell.com

Home Page

Me ↔ **Experience** ↔ **Project Portfolio** ↔ **Contact Me**

Me
- Biography
- Education
- Skills
- Interests

Experience
- Energy and Resources
- Agriculture
- Small Business

Project Portfolio
- Project 1
- Project 2
- etc

Contact Me
- Google +
- Linkdin
- Twitter
- Facebook

Website Page **Linked site**

Site Mock-up

Me
Biography
Education
Skills
Interests

Experience
Energy and Resources
Agriculture
Small Business

Project Portfolio
Project 1
Project 2
etc.

Contact Me

Orrin Dell, B.Sc., P.Ag.

Welcome to orrindell.com. I use this site as my own dynamic portfolio. Thanks for stopping by!

Connect With Me

Twitter	Linkdin	Google+	Facebook

Legal Disclaimer wording that will be on all of my pages...