Website Purpose #1 Who are you?

The aim of this task is to help you to define what you want your website to do for you. To do that you first need to work out how you want to appear on the internet. You will need a pen, pencil or highlighter.

Some people have job titles that describe what they do in a couple of words, Policemen and Maths Teachers for example.
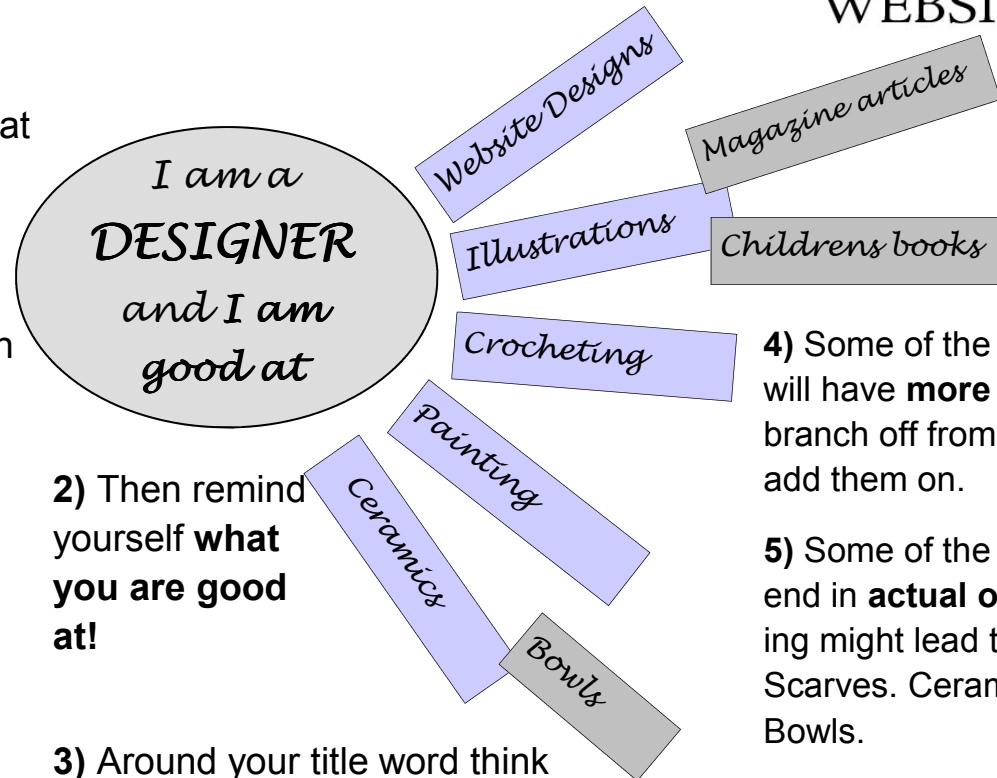
Others, especially creatives are more complicated, we do lots of things and we earn our money in many different ways.

Websites can show off our polymath abilities very well but it helps to focus on the main strings in our bows first.

1) First think of a **word that you use to describe yourself** and put that in the middle of a large piece of paper or on the printable template on page 2.

The word could be Designer, Maker, Artist, Craftsperson, Creative…….

If you do lots of things you might find it easier to focus on just one and then do the same exercise for another descriptive title.

I am a DESIGNER and I am good at

Website Designs

Magazine articles

Illustrations

Childrens books

Crocheting

Painting

Ceramics

Bowls

2) Then remind yourself **what you are good at!**

3) Around your title word think of all the **different things** that go into making up that person with that description; all the things you do.

Some of these might not be right for your website but it's good to list them out so you can see them clearly.

4) Some of the different things will have **more elements**: just branch off from the original and add them on.

5) Some of the branches might end in **actual objects:** Crocheting might lead to Hats or Scarves. Ceramics might lead to Bowls.

6) As you play with the branches try to **identify groups that appear naturally**, these will become categories on your website. Different coloured highlighters help with this.

There are no rules to this game, the goal is to help you see more clearly who you are and how you want to be represented by your website.
Please feel free to share this with anyone and let me know how you get on.

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Naked
WEBSITE DESIGN

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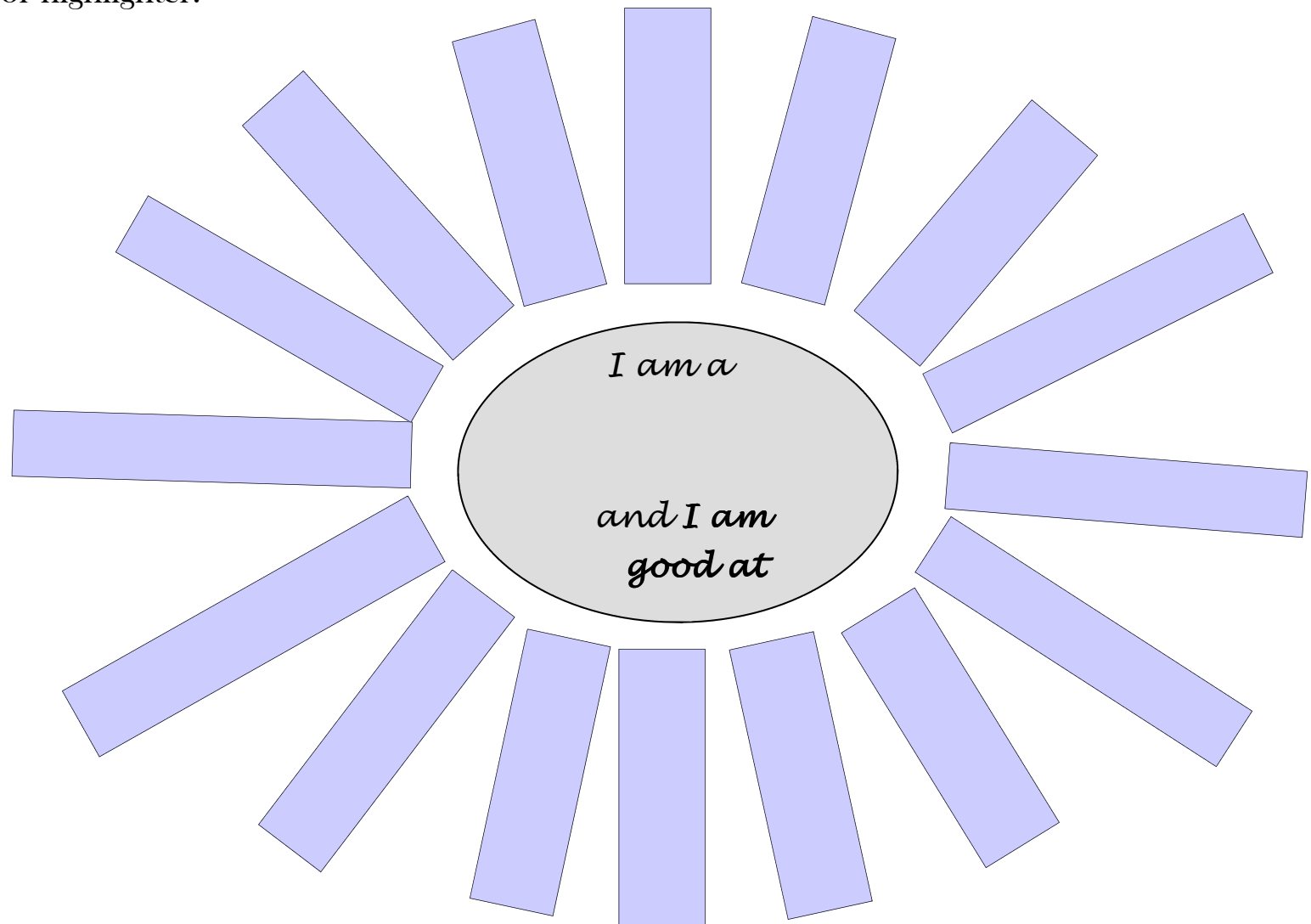
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