

Web Design 1

Week 2

Barbra Masters

SITE'S PURPOSE

Purpose Vs. Goals

Purpose:

- The meaning behind the product
- The need, desire, or fundamental reason for something to exist

Goals

- Specific
- Actionable
- Measurable
- Time based

Purpose Vs. Goals

Purpose:

- The purpose of healthcare.gov is to make affordable health care accessible to everyone

Goals

- healthcare.gov will provide cost comparisons for health care plans available in your state
- healthcare.gov will provide users an easy path to enroll in a selected health plan
- healthcare.gov will allow users to determine their eligibility for low-cost health care plans

S.M.A.R.T Goals

Part 2:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

S.M.A.R.T Goals

Specific:

- **What** do I want to accomplish?
- **Why** is this goal important?
- **Who** is involved?
- **Where** is it located?
- **Which** resources or limits are involved?

S.M.A.R.T Goals

Measurable:

- How much?
- How many?
- How will I know when it is accomplished?

S.M.A.R.T Goals

Actionable:

- How can I accomplish this goal?
- How realistic is this goal (constraints such as financial, skill, time available, etc.)?

S.M.A.R.T Goals

Relevant:

- Does this seem worthwhile?
- Is this the right time?
- Does this meet my larger goals?
- Am I the right person for this purpose?
- Is it applicable to the socio-economic environment?

S.M.A.R.T Goals

Time-bound:

- **When will it be accomplished?**
- **What can I accomplish 6 months from now?**
- **What can I accomplish 6 weeks from now?**
- **What can I do today?**

S.M.A.R.T Goals

Time-bound:

- **When will it be accomplished?**
- **What can I accomplish 6 months from now?**
- **What can I accomplish 6 weeks from now?**
- **What can I do today?**