Topic Discovery: Freelancing

Freelancing is something every artist is curious about.

I picked freelancing because it is something that interests me. Learning more about this topic will help me as well as others decide whether or not to take this path when planning out a career path.

I realized soon after starting my research that there is an enormous amount of information to cover. I think the best way to go is to cover some main ideas and provide links that go into further detail if the user is interested in learning more. There may be a lot of text so i want to break it up using images and other elements.
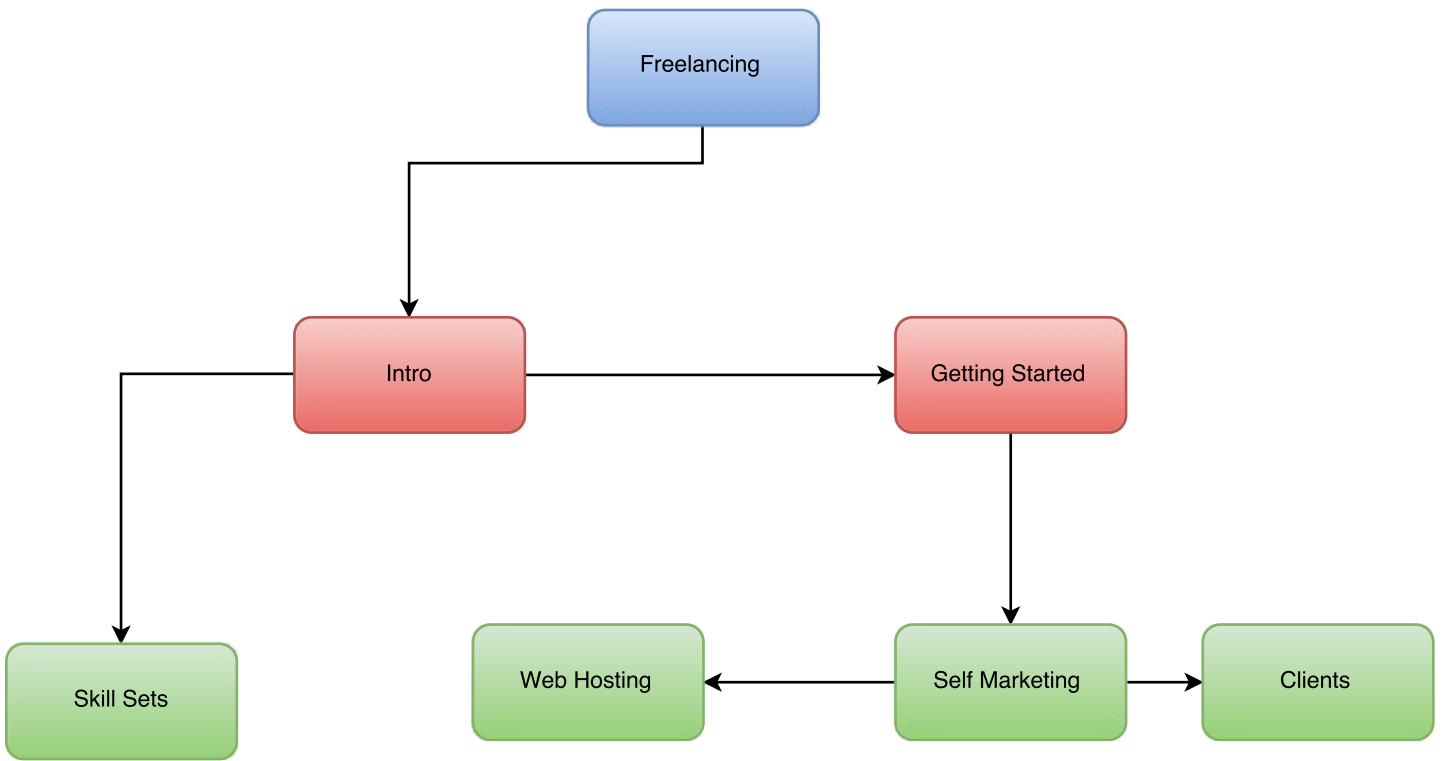
Resources:
http://www.theartcareerproject.com/become-web-designer/
http://www.webdesignerdepot.com/2015/03/7-skills-every-web-designer-must-master/
http://www.ndoherty.com/freelance-web-designer/
http://www.howdesign.com/design-business/self-promotion/ask-yourself-10-questions-self-promote-new-year/

topic	Freelance web design
User goals	Want to learn how to be a freelancer
User characteristics	Want to make a living
website goals	Teach users how to freelance
website message	You can become a freelancer and work for yourself.

OUTLINE

	heading and content	element type
h1	How to become a freelancer	heading, home page
h2	What does is Take? (intro)	text and graphics
h3	Skill Sets	icons, text, examples
h2	How to get started	
h3	Web Hosting	
h3	How to get clients	
h3	How to work with clients	
h3	what do I charge?	table or chart
h2	Can I make a living?	
h2	what to avoid	
h2	Links	

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                    Freelancing


    Intro  ───────────────────────▶  Getting Started

      │                                      │
      ▼                                      ▼
   Skill Sets      Web Hosting ◀── Self Marketing ──▶ Clients
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Topic User Analysis Worksheet

➢ **USER ANALYSIS FOCUS** ---

    1) User Needs and Goals: What are your website users looking for?

    2) User Characteristics: What are the behaviors and motivations of the User?

➢ **USER NEEDS AND GOALS**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after**.**

Outcome:

A *measurable* change, action or behavior that you wish a visitor to take or experience.

Knowing your audience will help you identify the key features to include on your site.
From your Topic Survey determine:

You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.

User Outcomes	Website Features
List the **outcomes** your users want from your website. (Pick the most distinctive ones or the one they you most understand.)	Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome.
How to publish websites	graphics maybe a video link
What not to do	list and examples
How to get started	flow chart or list
Is it a steady income?	short paragraph
What does it take?	list and graphics

Topic User Analysis Worksheet

➢ **USER CHARACTERISTICS**

1) What are the motivations and behaviors of your Users?

2) Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them and present to them.

Look at the User Profile Report. Are there any common / repeating ideas?

FROM THE USER PROFILES DETERMINE:

User Motivation	Website Approach
List user motivations	Match how this would influence your content design.
money	show income possibilites
amount of work	show some typical projects and what it takes to get it done
time	list estimated hours for jobs

FROM THE USER PROFILES DETERMINE:

User Behaviors	Website Approach
List user behaviors	Match how this would influence your content design.
Like easy navigation	I will make my nav clear and easy to understand.
like to learn at own pace	highlight certain things for a quick read while including detail for those who like to hang around for a bit.
Want to learn	provide information that is relevant and clear.

➢ **APPLY FINDINGS TO CONTENT PLAN** ----------------------------------

From The Worksheet Tables – place the information into your Content Plan

topic	Freelancing
User goals	Know the ins and outs of freelancing
User characteristics	Want to make a living

website goals	show what it's like to be a freelancer
website message	You can be a freelancer.