

Site Name

accountingcareerbasics.net

Purpose

Accounting is a great career option due to its diversity of employment options. I will be exploring these options through my website, both their advantages and disadvantages. There are three main career paths, each with a different advantage and social level. Auditing involves a lot of travel and requires a high level of social interaction. Tax work has a large job market and involves mostly one-on-one work. Financial accounting is a great way to get into businesses and usually involves solitary work.

Target Audience

- Male and Female
- Mostly 18-23 years old, but can extend much older
- Low economic standing- they should be looking to find a better way of life
- High school graduate, looking to go to college or return to college
- Probably windows users without a specific browser use, medium technical skill
- Want factual information to make decisions, they think logically and want objective information. They are planning ahead and want to succeed in life.
- They don't want a flashy site. They want it to be professional and functional.

Personas

Persona 1

-Brent Johnson



- Unemployed after working several years at a construction job. Received an injury so he has to look for a new line of work that doesn't involve as much physical strain.
- 40 years old
- Some undergraduate construction management classes
- Caucasian

-Married has 3 kids under the age of 15

-Wants to use the site to see if it would help him narrow down a career choice. Wants to look up facts about different jobs and compare them, mostly time it takes and income it makes.

-Lives in a big city in his own home. Lots of office job opportunities. Medium internet access, mostly for Netflix for his kids.

-“I can figure this stuff out on my own. Just leave it to me.”

Persona 2

-Claire Delrio



-Works at a local fast food restaurant at the cash register.

-18 years old

-Graduating high school this week.

-African American

-Oldest kid in her family. Both parents are working and encouraging her to get a better job than they have.

-Wants to choose a career to work on for college. Doesn't want things too complicated, but wants a fair view of what things are without too much reading.

-Live in a middle-class part of town, not too nice, but low crime. She's using her laptop that she got from the high school with the internet at the restaurant she works at.

-“I don't have a plan yet, but the world better look out.”

Scenarios

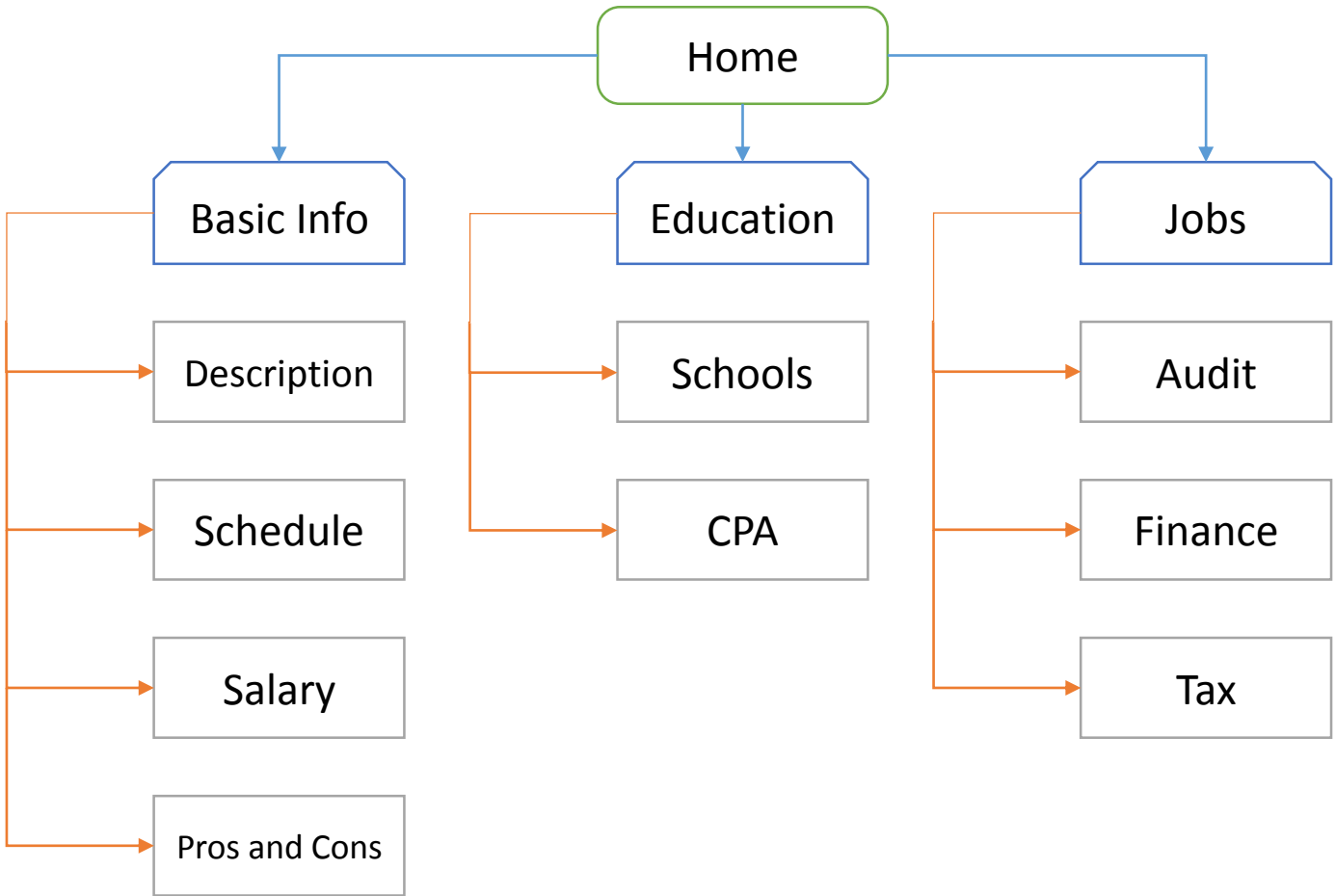
1. What is accounting?
2. What are some jobs that fit in the major?
3. What does an auditor do?
4. What does a bookkeeper do?

5. What does a tax preparer do?
6. What is the beginning salary for an accountant?
7. How much education is required?
8. Which schools have prestigious programs and how much are they?
9. What is a CPA?
10. How does one become a CPA?
11. What is the work schedule of an accountant?
12. Who hires accountants/what is the job market?
13. What are the benefits of accounting versus other jobs?
14. What are the disadvantages of accounting versus other jobs?

Assets List

1. Copy summary that explains accounting
2. Image representation of each major job as well as brief description
3. Audio or Video presentation for auditor
4. Audio or Video presentation for bookkeeper
5. Audio or Video presentation for tax preparer
6. Chart with beginning salary for accountants in different fields of work with different level of degrees
7. Timeline chart for education
8. Chart of Schools costs versus ranking.
9. Copy description for CPA
10. Presentation, images and copy, of process of becoming CPA
11. Weekly calendar of schedule of accountant, yearly for accounting and auditing
12. Graphical representation of hiring pools for each accounting job
13. Bullet point list of advantages
14. Bullet point list of disadvantages

Site Map



Color Scheme

2A4E6E



010B14



0B2841



5C7D9B



B3C9DE



Typography

Text Type	Font and Size	Color and Background
Main Header	Script MT Bold; 28pt	0B2841; NA
Secondary Header	Script MT Bold; 22pt	5C7D9B; NA
Paragraph Copy	Calibri; 14pt	010B14; NA
Navigation Text	Calibri; 14pt; Bold	B3C9DE; 0B2841
Footer Text	Calibri; 12pt	010B14; NA

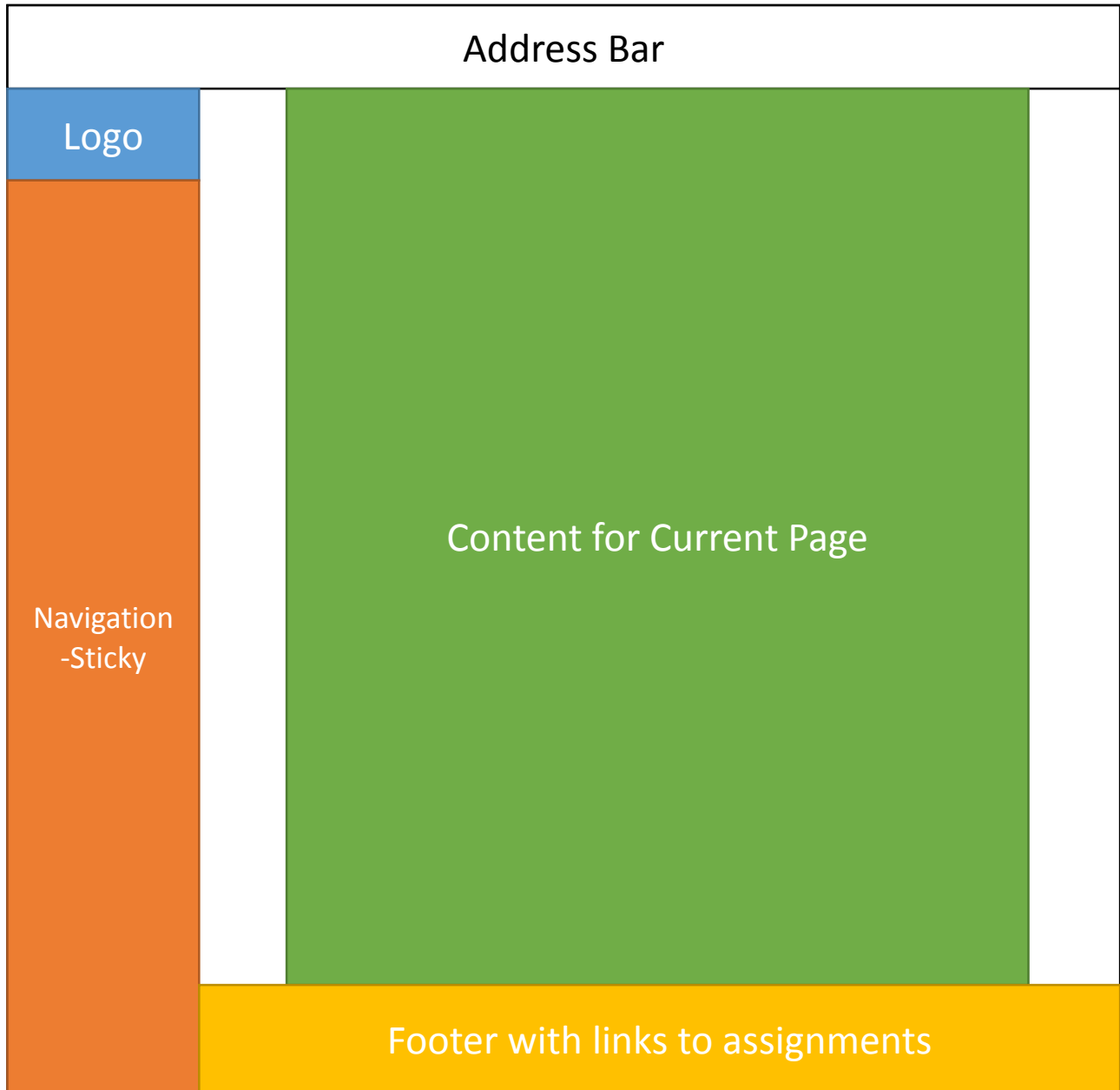
Navigation

My main focus is to make it so that people know where they are in my website. I don't want my website to get too big or too deep that it can't be viewed in a simple diagram. My main navigation will be the homepage and I would hope that it would be the main tool that is used by those navigating the site. On the left I would like a hierarchical index showing where the user is and how it relates to the other webpages. The current website will be bold and sub-sites will be indented from their parent with an arrow to the side. It would mostly be for a reference since most people use the back button. It should be clear where they are at all times and if they want to go back to a parent folder or drastically change options they should be able to do so. It would stick to the side even if they scroll down so they can

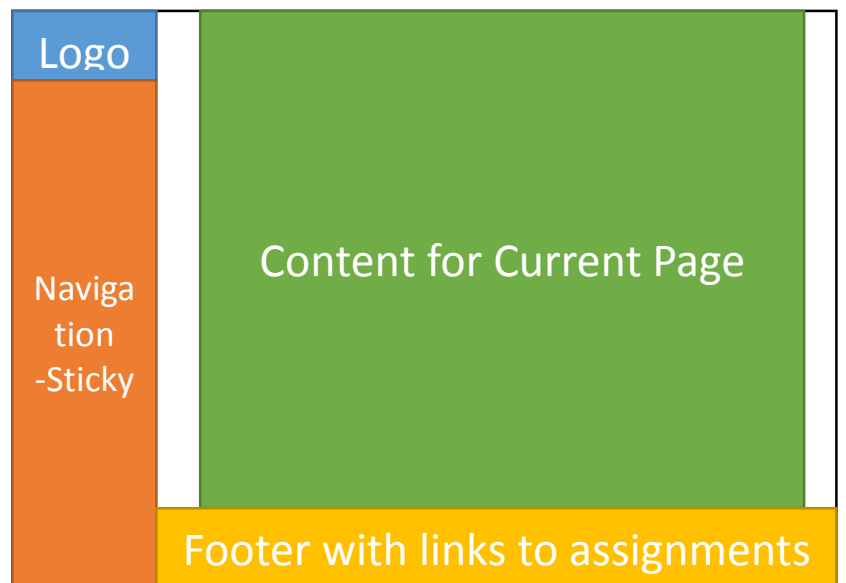
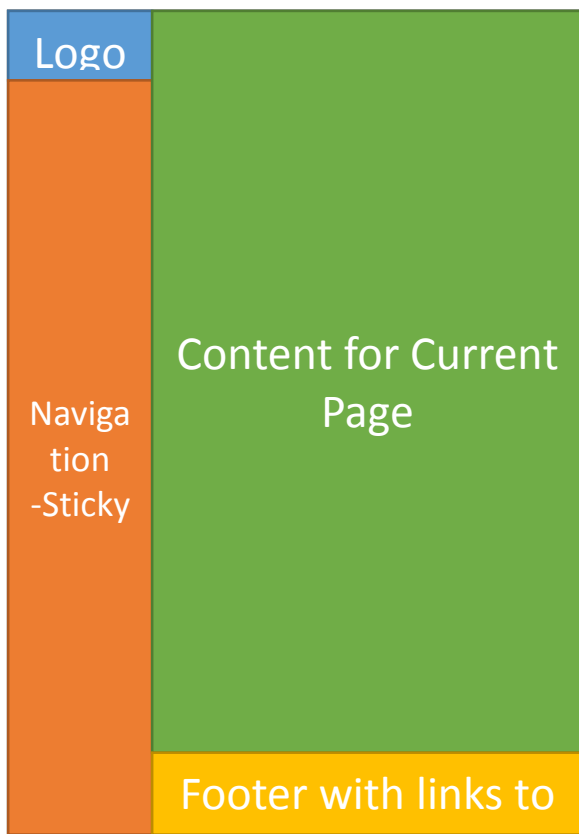
always access it. However on smaller screened devices (smartphones), it would just stay instead of taking up valuable space.

Responsiveness

Web site in Browser(1024px by 1200px)



Tablet(1536px by 2048px) and Sideways as well



Smartphone 640 by 960 and Sideways Showing what you'll see if you scroll down.

