Final Project Design Document
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Purpose:
Detailed description of why people come to the web site and use it. What are the goals?

The main purpose of this website is to provide ESL students with guidelines and tips on enhancing their reading skills, specifically reading speed and comprehension. The website will give learners the chance to access and experience new reading materials that are engaging and helpful to their overall reading aptitude. It will also train them to pick texts and measure their reading speeds and test their comprehension. The website will be a good reference to ESL students aiming to improve their college reading skills since in addition to the guidelines and tips, the website will provide links to other useful web pages that include stories, news, games, flashcards and exercises for reading speed and comprehension.

Needs Assessment:
A summary of information received from target audience to determine needs for the web site
As the only instructor who teaches advanced reading courses in the ELI and as the head reading coordinator, I have received substantial feedback from students as well teachers about the needs of our student population in terms of pre-college reading preparation. Last year, I also led a study that examined the influence of longer texts like, novels and biographies, on students’ reading speed and comprehension. The study showed that most of our students lack the guidance of which texts they should read and how. 50% of the students in the survey said that they liked to read but did not know how to choose texts, and 47% said they worry that choosing a text that is above their language level would demotivate them. Therefore, the aim of this website will be to give the students a head start or a starting point from which they can move forward and be able to choose texts, read for enjoyment and enhance their reading speed.
Audience:
Detailed description of the type of user that will access the website

The intended audience for this website is the 150 students at the English Language Institute who all take intensive reading courses in preparation for success in college. Most of the students are young adults with age ranges between 18 and 35 which means that most of them are internet users and digitally literate. The majority of the students come from Saudi Arabia which, as appeared in the study, share a lot of interests and have experienced similar challenges since they went through the same educational system. The teachers and the administration at the ELI will also be an intended audience for the website. It will be a good chance for me to share teaching practices with teachers and get feedback as well.

Content/Subject and its fit with web site goals:
Detailed description of content and how it meets the goals of the website

The website will contain the following:

1. A mission statement of the website
2. General info about our program
3. The objectives of our reading curriculum
4. Information on reading comprehension, motivation and speed
5. Lists of guidelines to enhance reading
6. A sample monthly program for reading speed to follow
7. Links to stories, news, and other reading materials
8. Reading quizzes and games
9. Word of the day section

This content aims at meeting the goals of the website by giving the audience a place to try a variety of ways to improve their reading skills. The mission statement, general info about the program, and the objectives of the curriculum can give students an insight and a closer look at what they can expect in both the reading class and the website if they are interested in further improvement of their reading. The rest of the website contains steps and
guidelines that can serve as a comprehensive program for students interested in boosting reading speed and increasing reading comprehension.

**Presentation of information and rationale for organization:**

*Detailed description of how the information will be organized*

The home page will provide introductory information about the website and all the links to the other three pages of the website. The home page will contain the name of the website and the UA logo followed by the mission statement underneath. On the left side there will be a box containing brief information and contacts for the ELI followed by “word of the day.” The center of the page will contain a picture and an intro video of a Prezi explaining the goal of the website. On the right side will be links to the three major sections: The reading speed program (containing guidelines and steps), the resource section (with links to reading material, other websites, and downloadable material), and the self assessment section (containing sample tests, quizzes and flashcards). The bottom of the web page will include information about the author and contacts (email) for further questions. This organization will help students move smoothly between the sections of the website especially that everything will be available on the webpage. The Prezi will provide an intro for the users to get to know how to use the resources on the website and can answer questions they may have.

**Media, acquisition or development, and rationale for using:**

*Detailed description of media acquisition or development, and rationale for using it*

Each of the four main web pages will include pictures. The pictures will be taken of an actual reading class, our reading library, and reading lab. There will be a couple of embedded Youtube videos to explain how to use resources and materials on the website. I
will also use a Prezi on the home page to give a general intro about the website. These media are expected to increase students’ engagement and make navigating the website much easier for the users.

**Color scheme and rationale:**
*Information about the color scheme you will utilize and your rationale for it.*

As for the color, I think I will use a notebook page background like the ones used in blogs. The color of the background will be off-white with thin faint brown lines. This theme will reflect the purpose of the website. I also want to use icons that have clip art images of books, bookmarks and pens which will also serve the same purpose which is to give the website an academic touch.

**Outline of web site organization:**
A drawing, graphic, AND text outline reflecting the site’s organization and navigation

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Home page

The Reading Speed Program
The Resource Section
The Self Assessment Section
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