Whitney Harris

CIT 230

Website Planning Document

Site Name:

This site is going to be called SouthEasternIdaho.com, it will contain information about the weather and some cool sites to explore.
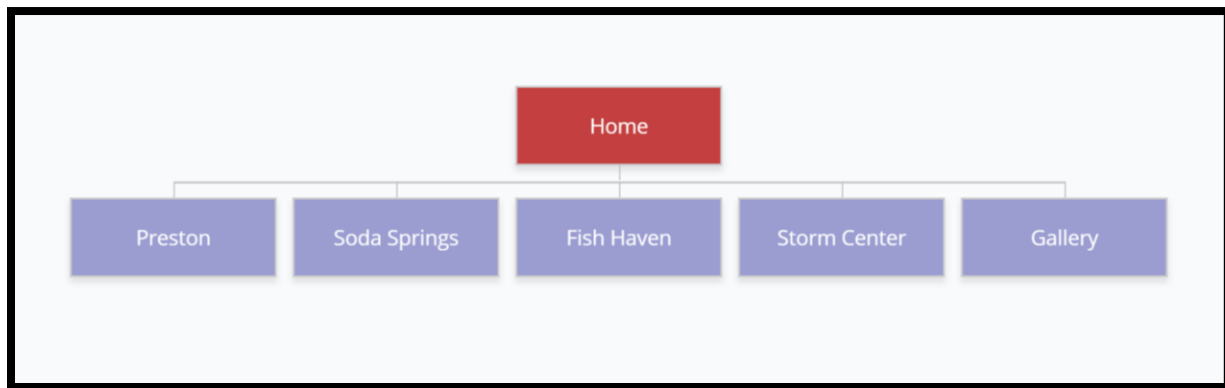
Purpose:

The main purpose would be to educate users who are unfamiliar with the area what the weather is like and what would be cool to visit while you are there.

Target Audience:

- Persona 1:
    - Name:
        - John Doe
    - Demographics:
        - 40 years old
        - Married for 20 years
        - Father of four children: 6, 12, 15, 18
        - Works as an accountant for a big firm
    - Purpose for using the site:
        - Decided to try to get his wife and children on a road trip and is passing through south eastern idaho.
        - He wants to make sure that the weather will be clear and see if there is anything to do if they stop to stay for a day.
- Persona 2:
    - Name:
        - Mary Jackson
    - Demographics:
        - 20 years old
        - Married for 1 year
        - Very active lifestyle, loves to go into nature.
    - Purpose for using the site:
        - Wants to go hiking around the area and wants to check to make sure the weather is ok, maybe check out some other natural sites around the area.

Site Map:

Color Scheme:

I will be using the following color scheme on the website:

Primary color:	#808E92 #808E92	#98BECB #98BECB	#437889 #437889	#124253 #124253	#045D7B #045D7B
Secondary color (1):	#C3D1B6 #C3D1B6	#CFF0B1 #CFF0B1	#8DC45C #8DC45C	#437616 #437616	#53B000 #53B000
Secondary color (2):	#938FA1 #938FA1	#AEA2D3 #AEA2D3	#615097 #615097	#29195B #29195B	#2A0E87 #2A0E87

An example for visualization purposes only is shown below.

Typograpy

The following will be the fonts used on the website:

	Font	Weight	Background	Text Color	Sample
Site Header	Alegreya SC	40px	#437889	#615097	SAMPLE
Primary Navigation	Alegreya SC	30px	#CFF0B1	#437616	SAMPLE
Footer Navigation	Alegreya SC	20px	#AEA2D3	#615097	SAMPLE
Heading 1 (h1)	Alegreya SC	30px	#FFFFFF	#29195B	SAMPLE
Heading 2 (h2)	Alegreya SC	25px	#FFFFFF	#29195B	SAMPLE
Heading 3 (h3)	Alegreya SC	20px	#FFFFFF	#29195B	SAMPLE
Paragraph Text	Alegreya SC	16px	#FFFFFF	#808E92	SAMPLE