

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.

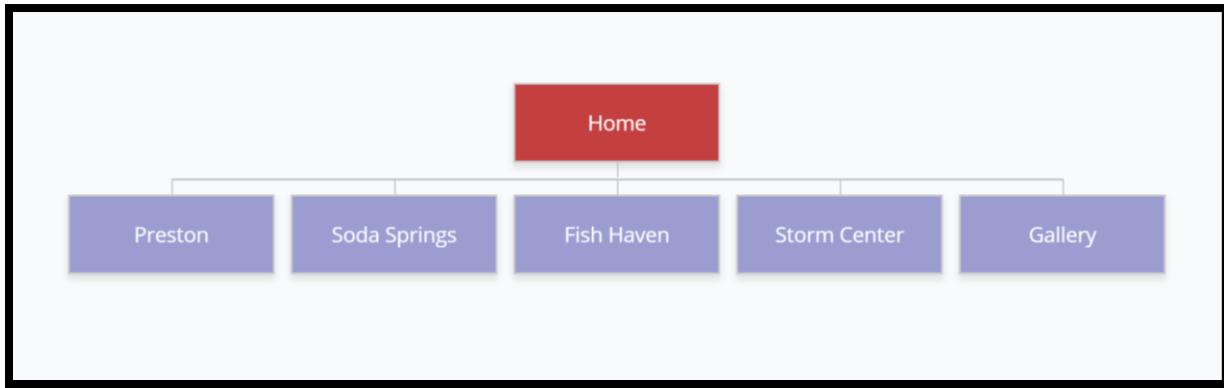
Purpose:

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	#2AOE87 #2AOE87

An example for visualization purposes only is shown below.

**Mollit Anim**

LOREM ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Ipsum**

Ipsum Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Dolor**

- [Lorem ipsum](#)
- [Dolor sit amet](#)
- [Consectetur adipisicing](#)

**Duis aute irure dolor**

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

**Duis aute irure dolor**

Duis aute irure dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Duis aute**

Duis aute irure dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Sit amet**

Sit amet Ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Aliquip**

Aliquip Ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

## Typography

The following will be the fonts used on the website:

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