

Quinn Smith

W12 Website Planning Document

City:

American Falls Idaho!

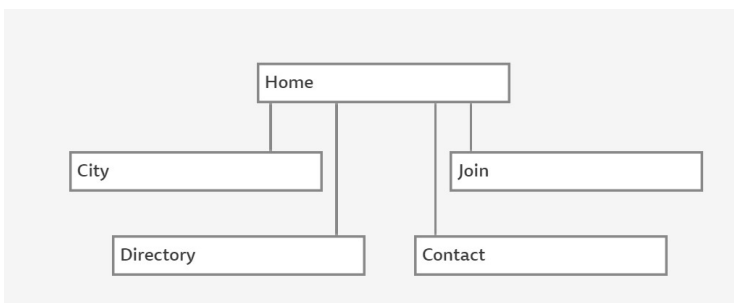
Site Purpose:

To help promote this small towns small businesses! A place where people can go to get information on locally owned and operated businesses. Information about the town will be available as well as having a place to join if people would like to.

Target Audience:

Target audience would be people who like to shop, eat, and build up their local town. Also, small business owners or aspiring small business owners. Ages 20-50. Living between American Falls, Aberdeen, and Rockland.

Site Map:



Color Scheme:

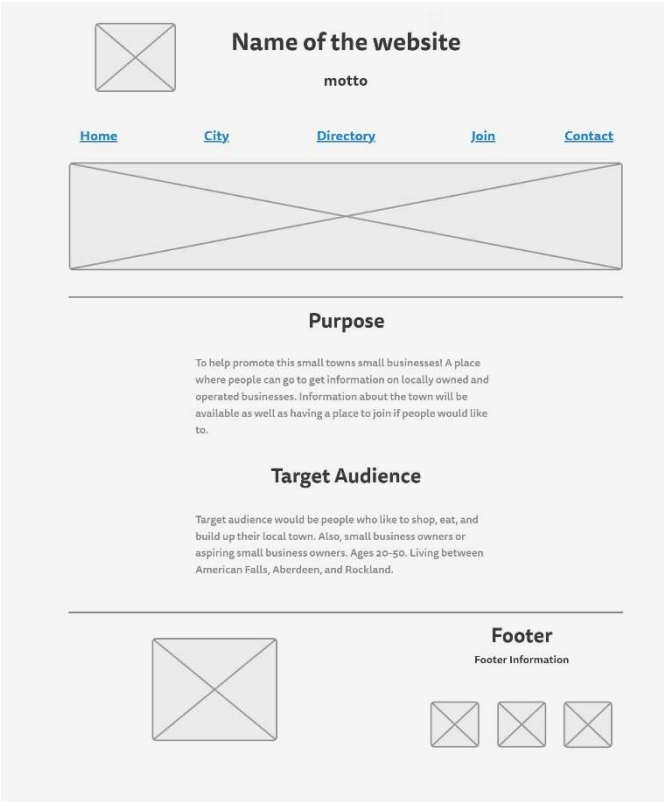
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Rich Black F...	Eerie Black	Blood Red	Ruby Red	Carnelian	Imperial Red	Silver Chalice	Light Gray	Cultured	White

Typography:

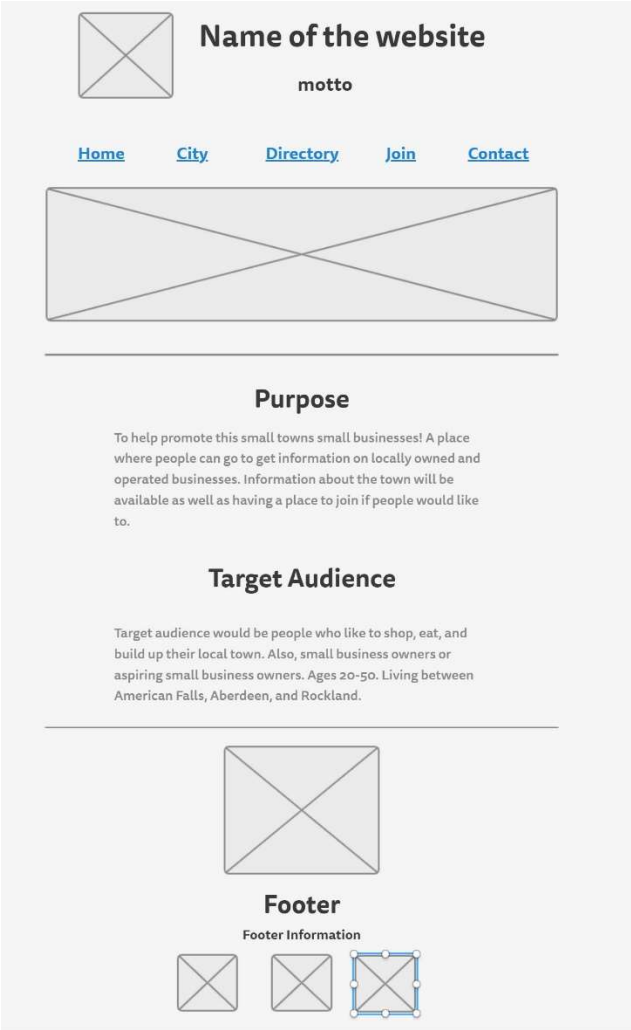
Header & Heading Text: Montserrat, San-Serif, Bold

Paragraph & Navigation Text: Times New Roman, Serif

Wireframe Sketches:



large



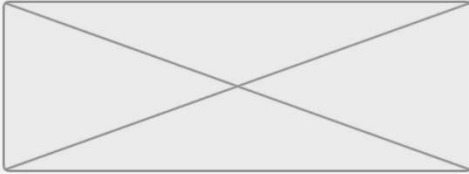
medium



Name of the website

motto

[Menu](#)



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Footer

Footer Information



small