

# Website Planning Document

## Site Purpose:

The purpose of Cache Valley CC, is to strengthen business connections, increase revenue, expand clientele, and increase the social capital of Cache Valley residents

For businesses, this is a platform that allows them to advertise important consumer information like product updates, company announcements, and events. This provides a place where businesses and customers can interact while building customer loyalty.

For consumers, this is an informational hub geared towards learning about new and current businesses. A list of several influential businesses in Cache Valley provides a solid consumer database for each consumer to have a place where their needs can be met.

For all residents, this provides a place to learn historical information about Cache Valley, see upcoming events, and strengthen ties to the communities. Current weather and weather forecasts will be provided to address a range of needs and interests of each resident.

For people new to Cache Valley CC, a portal where new members can review plans, understand services, and join a plan based on their needs.

## Target Audience:

### **Persona #1**

**Name:** Kyle Jorgenson

**Age:** 21

**Relationship Status:** Single

**Occupation:** College Student

**Hobbies:** Outdoor activities with friends like hiking, camping, rock climbing, and bicycling.

**Reason for visiting the site:** A place to know upcoming summer events in the community, find a business that can provide products for his outdoor needs, and a place to check the weather forecast for the area.

### **Persona #2**

**Name:** Jennifer Miner

**Age:** 39

**Occupation:** Stay-at-home mom.

**Hobbies:** Spending time with her husband and three kids. She enjoys picnics, outdoor gardening, short hikes.

**Reason for visiting the site:** Jennifer strives to find products that support her family life at the best value possible. She is extremely interested in supporting local businesses, so a place that showcases different companies is important to her.

### **Persona #3**

**Name:** Joseph Write

**Age:** 45

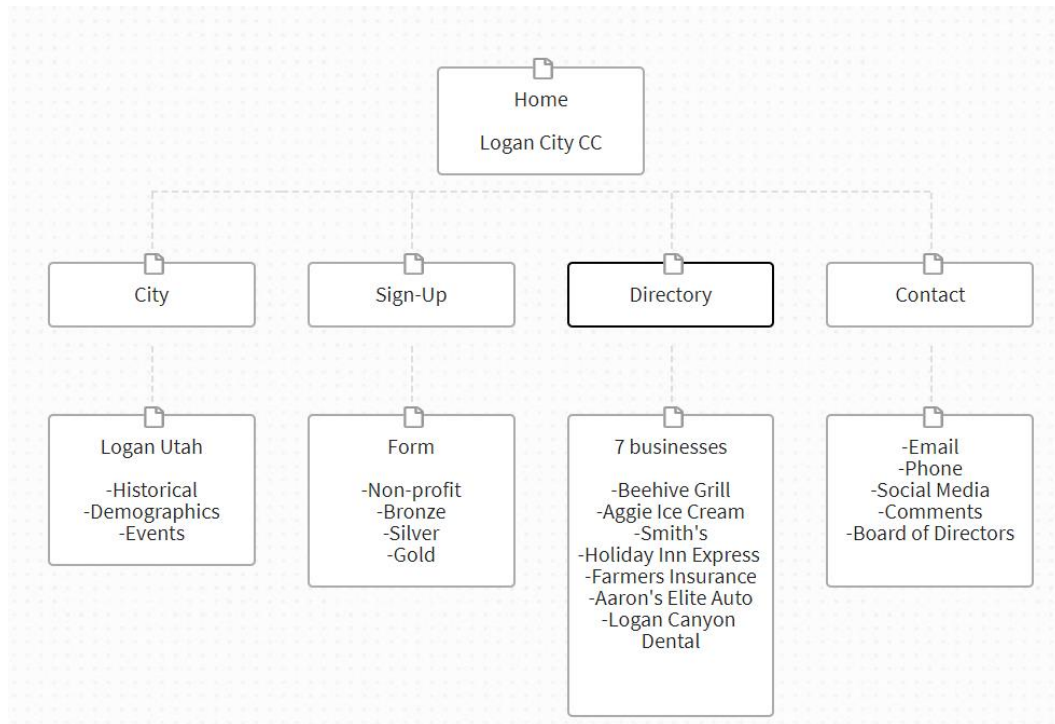
**Relationship status:** Divorced

**Occupation:** Civil Engineer.

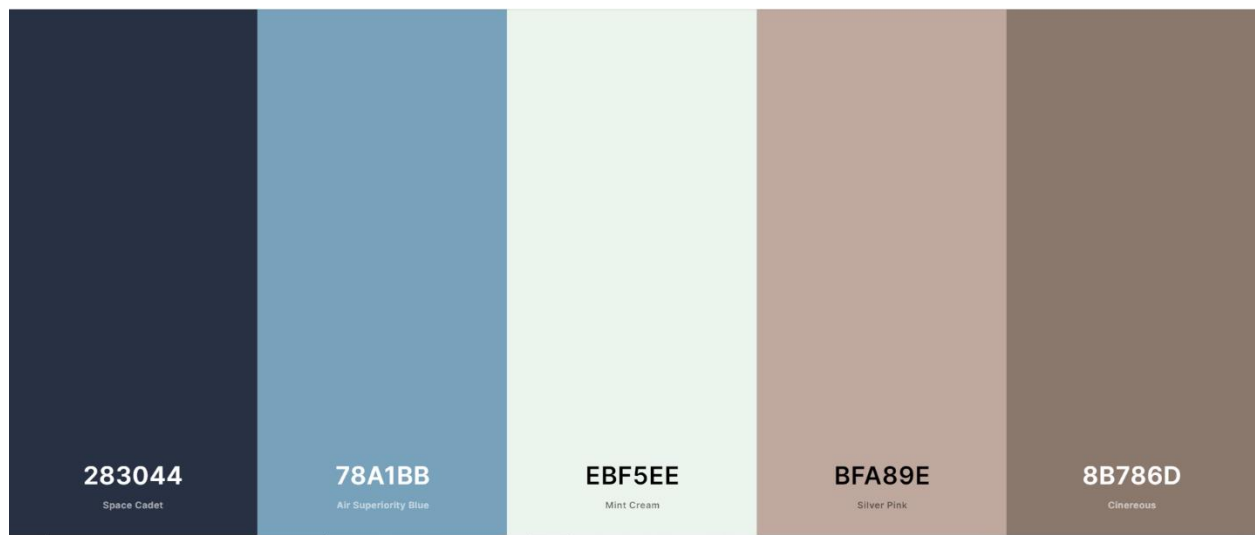
**Hobbies:** Camping, hunting, dining out with co-workers, meeting new friends

**Reason for visiting the site:** Jo is new to the area and recently divorced. He is looking for new friendships and possibly a relationship. He wants to be able to see popular places people gather in the community so he can socialize. Additionally, he wants to know what restaurants are in the area so he can be prepared when he finds a date.

**Site Map:**



## Color Scheme:



- Background Color: #EBF5EE
- Navigation: #78A1BB
- Accent 1: #283044
- Accent 2: #BFA89E
- Accent 3: #8B786D
- Font: #000

## Typography:

### **Heading Font:** Playfair Display

Regular 400

This is my heading font.

---

Regular 400 italic

*This is my heading font.*

---

Medium 500

This is my heading font.

---

Medium 500 italic

*This is my heading font.*

### **Paragraph Font:** Montserrat

Thin 100

This is my paragraph font.

---

Thin 100 italic

*This is my paragraph font.*

---

Extra-light 200

This is my paragraph font.

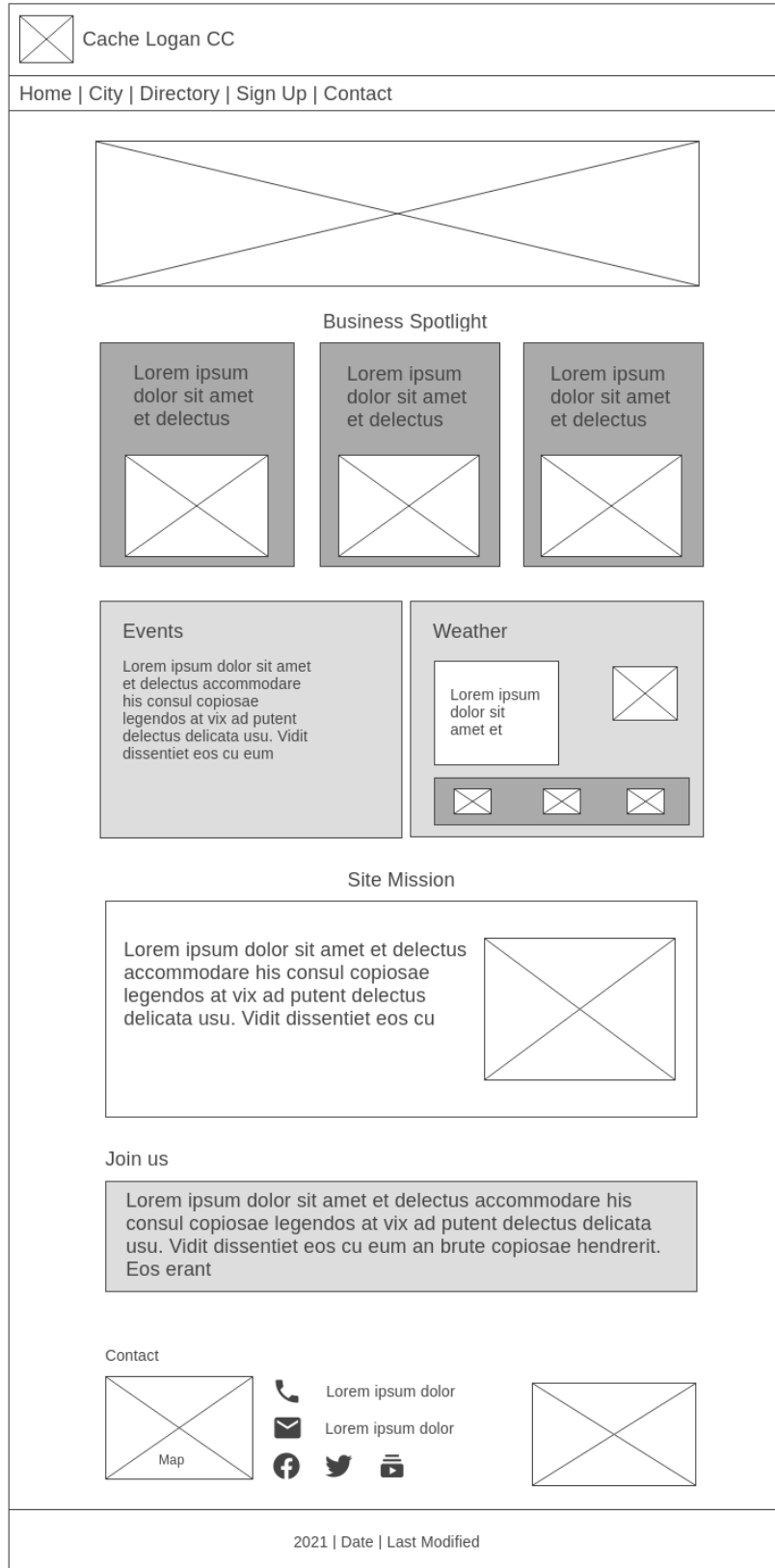
---

Extra-light 200 italic

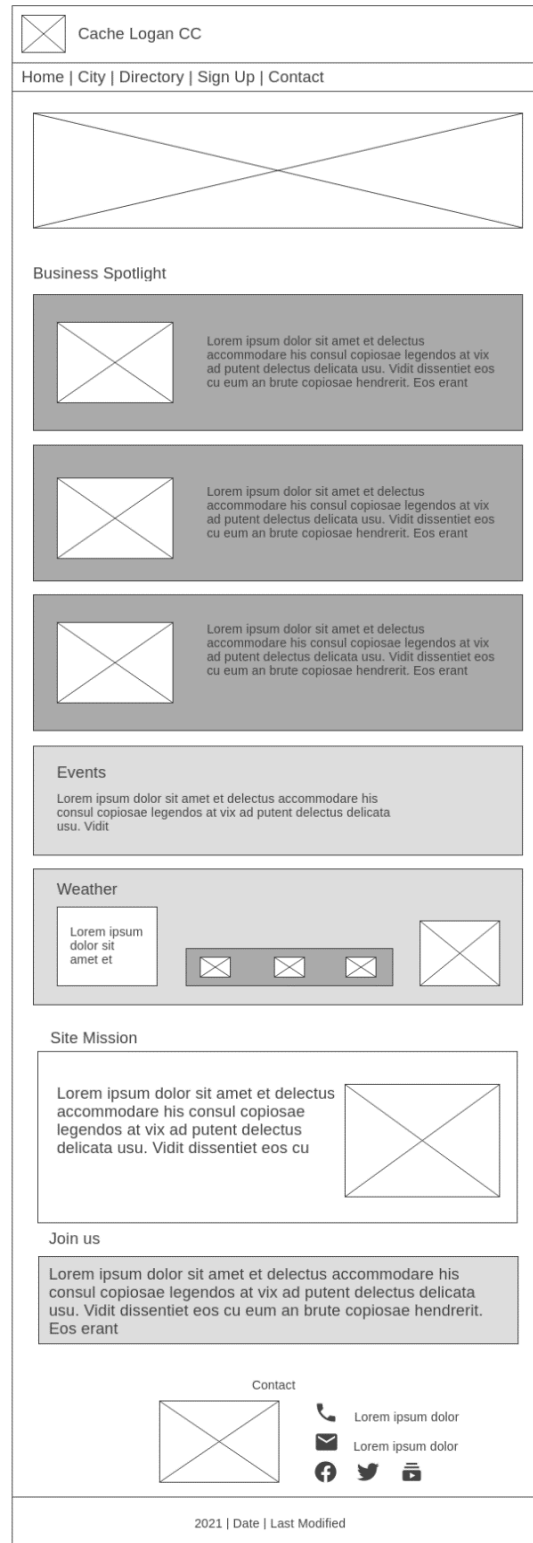
*This is my paragraph font.*

## **Wireframe Sketches:**


## Large Screen Size:




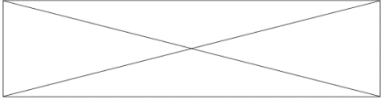
## Medium Screen Size:




Small Screen Size:

 Cache Logan CC







Business Spotlight



Lorem ipsum dolor sit amet et delectus accommodare his consul copiosae legendos at vix ad putent delectus delicata



Lorem ipsum dolor sit amet et delectus accommodare his consul copiosae legendos at vix ad putent delectus delicata



Lorem ipsum dolor sit amet et delectus accommodare his consul copiosae legendos at vix ad putent delectus delicata

Events

Lorem ipsum dolor sit amet et delectus accommodare his consul copiosae legendos at vix ad putent delectus delicata usu. Vedit dissentiet eos cu eum

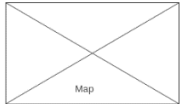
Weather

Lorem ipsum dolor sit amet et delectus accommodare his consul copiosae legendos at vix ad putent delectus delicata usu. Vedit dissentiet


Join us


Lorem ipsum dolor sit amet et delectus accommodare his consul copiosae legendos at vix ad putent delectus delicata usu. Vedit dissentiet eos cu eum an brute copiosae henderit. Eos erant




Contact



Map

 Lorem ipsum dolor

 Lorem ipsum dolor

2021 | Date | Last Modified