

Site Plan

The purpose of this website is to give an overview of the attractions of Austin TX. The website will have information about the city's history, activities, attractions, weather, and instructions on joining the city's commerce. The site will be easy to navigate, have clear cohesion between pages, and have organized information. The goal of this site is to help people learn more about Austin. This site will give tourists a list of interesting places to visit, and give the locals information on upcoming events.

Persona 1:

Age: 40

Name: Sarah Jones

Background:

Lives in San Francisco, CA

Part time Interior Designer

Mother of three children

Sarah is looking for a family friendly vacation spot in Texas. She needs to be close to her extended family, but also wants to stay in a fun city while her and her family are on break from work and school.

Persona 2:

Age: 21

Name: Sofia Perry

Background:

Lives in Austin, TX

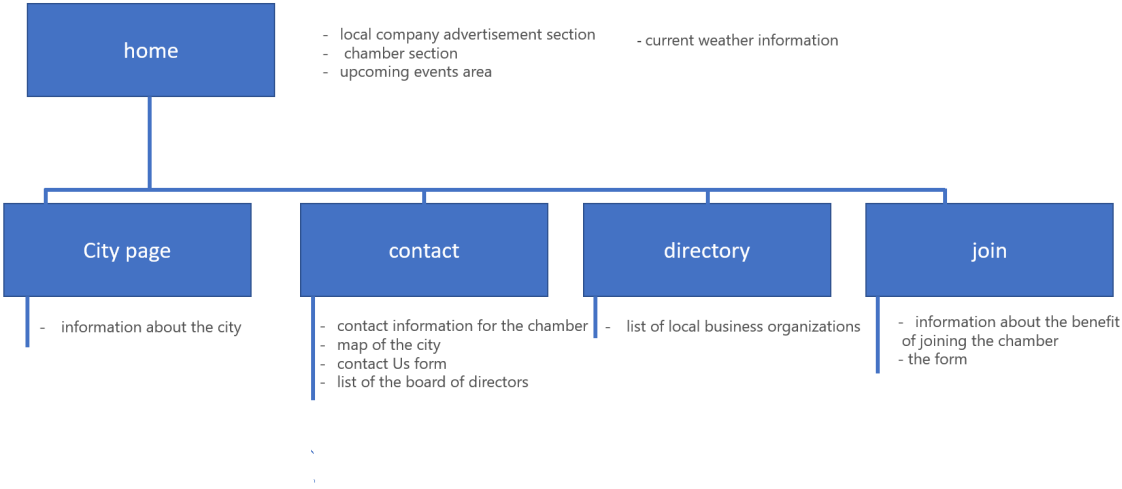
Student

Sarah is looking for a fun place to spend her weekend. She needs to stay close to home, but also wants to go somewhere fun. She wants to find a list of activities in Austin where her and her friends can spend the weekend.

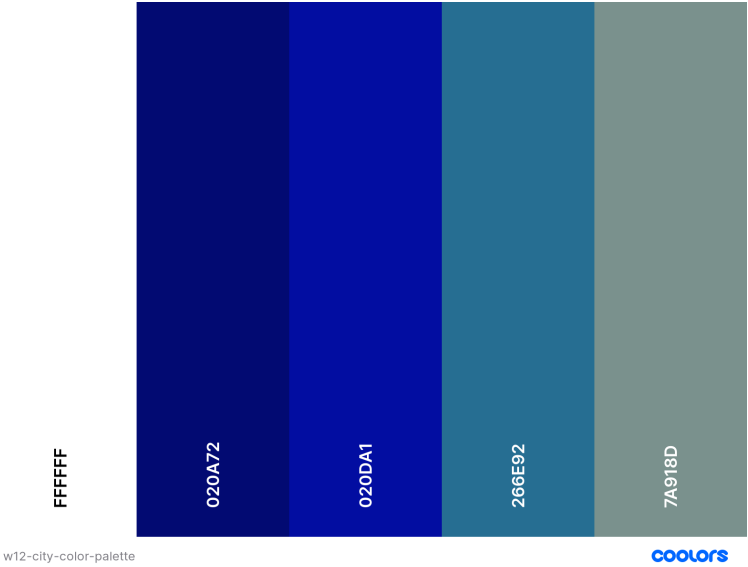
Font Choice

Playfair Display and Inter

Site Map

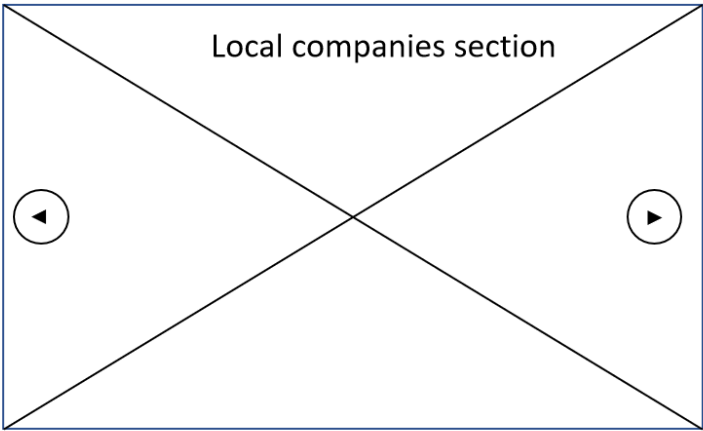


color palette

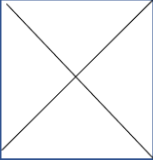


large wireframe

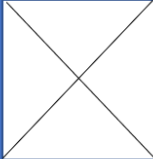
Title



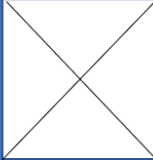
weather



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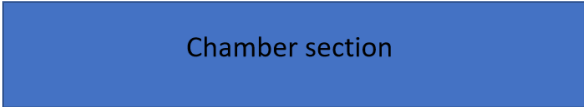
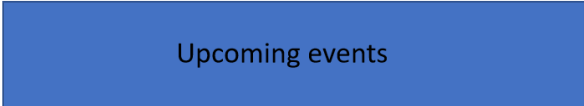
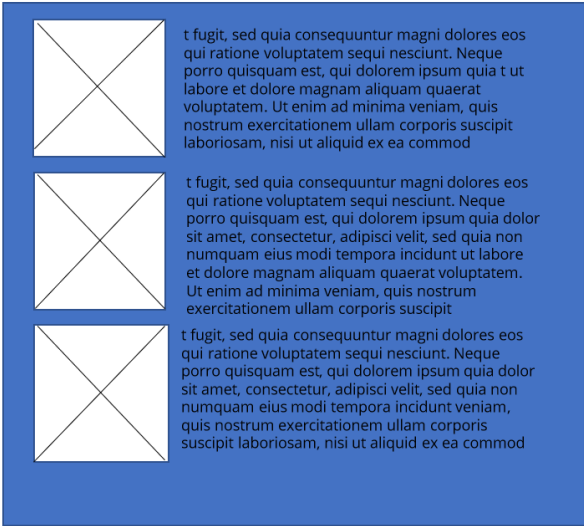
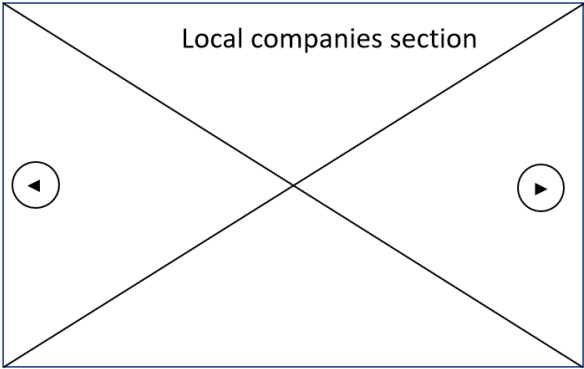
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Upcoming events

Chamber section



small wireframe

