

**Site Name:** The Wonders of Southern Idaho, the domain name is southidaho.net and it will cost \$12 per year.

**Site Purpose:** The purpose of this website is for those who are interested in living or visiting Preston, and for those who are currently living in Preston. This website will provide the user's access to events that are happening within and around the community of Preston. Users will be able to use this website to see weather reports and to find places where events are happening, such as art galleries and recreational centers. The website will provide background information of the town and the main spots that people visit (tourist spots).

The goals of this website is to provide information and to give the users a path to finding events. The website will include links to outside sources where events will be held. It will also provide recent news and links to those articles.

There will be 6 main pages to this website: Home, Preston, Soda Springs, Fish Haven, Storm Center, and Gallery.

- The Home page will give basic information, current weather report for the day, and guidance's to other content.
- The Preston page will give a short history of the town and all the buildings and landmarks that are inside of the town, with links to those landmarks.
- The Soda Springs page will give a short history and basic information of the springs. It will also provide information about visiting hours and the gift shop.
- The Fish Haven page will provide information about it and how users can visit it.
- The Storm Center page will provide the main weather reports. It will give a weekly report and a daily report with updates hourly. There will be areas where the weather will be tracking for the year-so-far and also outside links as to where we are getting the information and weather reports.
- The Gallery page will provide information about the art gallery in town and the upcoming events and art presentations. There will be an outside link to the gallery's website which can provide the user with more information.

**Target Audience:** The target audience for this website will be for married couples, homeowners and parents, along with potential business owners. Nowadays, children at a younger age have access to the internet, so the target age for our audience will be between 10-100.

**Personas:**

Sharon Walters (Single Mom w/ two kids)



- **Occupation:** Receptionist at local doctor's office
- **Education:** Bachelor's degree in Accounting with a Minor in Programming.
- **Goals for website:** to find activities for her children to go participate in while she is at work, to find good schools for her children to attend to, and to find events that are specified towards single parents. She also wants to know what the weather is going to be like so she can dress herself and her children accordingly.
- **Technology used to access website:** she has a desktop at home and her smart phone. When at home she will use her desktop when browsing the internet, but while she is at work or away from home, she uses her smart phone.

Max Evergreen (Entrepreneur seeking to start a business)

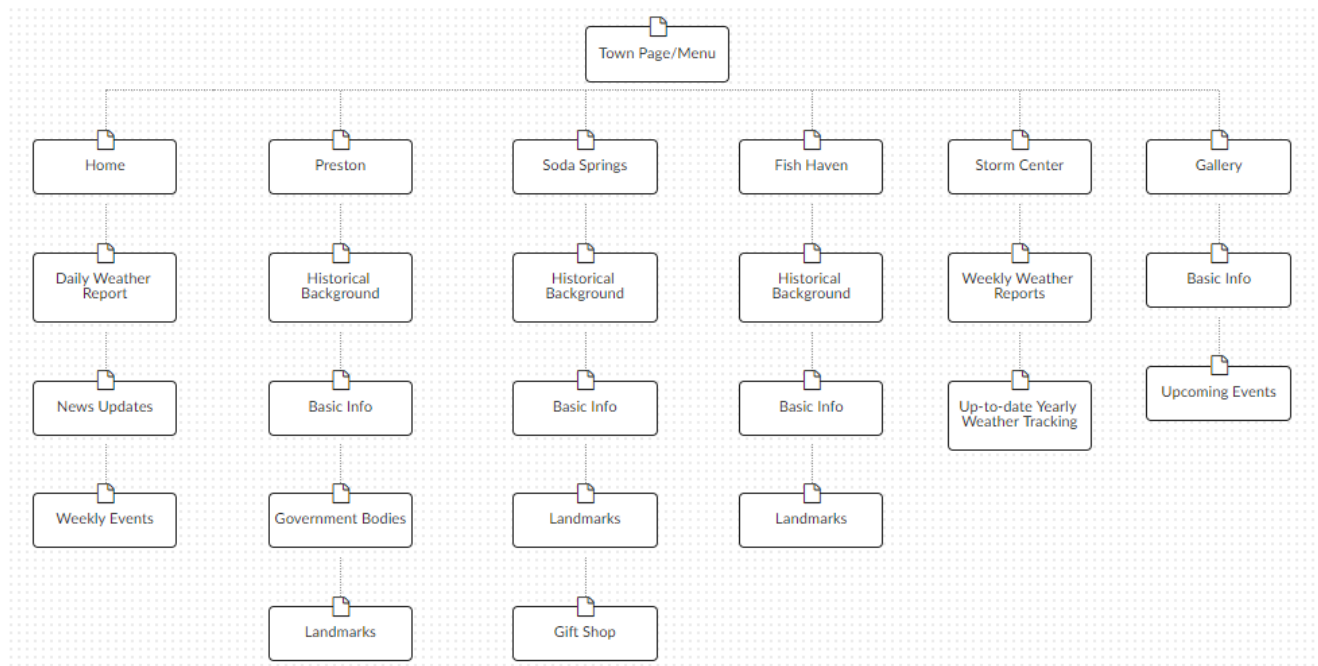


- **Occupation:** Currently a CFO for a nonpublic company outside of Preston
- **Education:** Bachelor's degree in Business Management with a Minor in Finances, and a master's degree in Financial Management with an emphasis in Economics.
- **Goals for website:** look to see if Preston has a lot of footwork, where a business could be built and survive. Uses the website to look for landmarks and to see what Preston's population is. Also needs to know where to go to when he begins to advertise his business, and what events that are happening in Preston where he can go to and spread the word.
- **Technology used to access website:** He has a laptop for home and work use, a tablet he uses at work, and a smart phone.

## Scenarios:

- What is the weather for today in Preston? Will it get warmer in the evening?
- Is this a safe place for me to start a family?
- What kind of activities do they have for children who are younger than 5?
- Where is Fish Haven at?
- What kind of art does the Gallery have? What are their hours?
- What kind of events are happening in Preston this week?
- Where can I find the local police station?
- How many elementary schools are there in Preston?
- What is the population of Preston?
- Are there any large corporations or well-known companies in Preston?
- Are there enough things to do in Preston that would interest people to come?
- Are there any events for singles that are happening?
- Is there a place where I can make some comments about events I would like to see happen?

## Sitemap:



## Color Scheme:

The background of the website will be a light gray, but the primary color used will be a version of blue. Where there is gray on the page and the accent colors, there will be black text, but whenever there is text on the primary color there will be white text. The example below shows the color scheme in use, but I will be using less blue and more gray.

Primary Color: #006666



Text on top of primary color: #ffffff (White)

Text on top of accent colors and background color: #000000 (black)

Accent Colors: #ffb366



and #ff4e33



Example:



## Typography:

- **The Site Header:** On top of an image, 50px, font-family: franklin gothic
- **Primary Navigation (Menu):** on top of primary color, 30px, font-family: sans serif
- **Footer Navigation:** On top of accent color (red), 20px, font-family: sans serif
- **Heading 1 (h1):** On background color (gray), 40px, font-family: franklin gothic
- **Heading 2 (h2):** on background color (gray), 25px, font-family: franklin gothic
- **Heading 3 (h3):** on background color (gray), 20px, font-family: franklin gothic
- **Paragraph:** everywhere, 16px, font-family: sans serif