Purpose Statement: I am creating a website to share with family and friends to show our family moments, milestones, and background story of how it began.

Goals: I want to increase social media followers by 25% within 6 months of launch. I want to decrease social media by 10% within 4 months of launch. I would like to have two events per year to add.

Target Audience: The ideal audience being family and friends.

Colors: I would like to make all pages peach (only made one long page)

Typography: I want the body and headers to be in either Californian FB, cavoloni, verdana, or san-serif. Paragraphs will be in cavoloni, comic sans MS, or san-serif.