

1. A website I'd like to build is a fire fighting website. This website would allow people to learn more about the dangers of fire and how one can prevent such fires.
2. The purpose of this website is to inform people how one can learn to prevent fires and to stay safe during it.
3. Personas
 - a. Steve Tank
 - i. Male
 - ii. 18 years old
 - iii. Lives in Queens, New York
 - iv. The building he lives in is old and not maintained well.
 - v. Works 3 jobs to pay his rent and is looking for a new place.
 - vi. Former chronic smoker.
 - vii. Dreams of being a firefighter.
 - b. Ars Onist
 - i. Female
 - ii. 30 years old
 - iii. Lives in California
 - iv. Married and has three kids.
 - v. Wants to prepare her family for fires in case of an emergency.
 - vi. Has a job as a bartender.
 - vii. Her father's house has burned down before and doesn't wish for her kids to go through what she did.
4. Categorizing the prevention and fire safety
 - a. Learning the risks of fires.
 - b. Understanding which materials are flammable or not.
 - c. How to find the cause of fires before the fire is set
 - d. What to do to prevent fires and what not to do to create fires
5. Creating an understanding, fun, and interactive site.
6. Competitor's Visual Audit
 - a. Color Palatte
 - i. #212529
 - ii. #000000
 - iii. #FFFFFF
 - iv. #E11B22
 - v. #F6F6F6
 - vi. #007CAF
 - vii. #CCCCCC
 - viii. #949494
 - ix. #00628A
 - x. #f0f0f0
 - xi. #707070
 - xii. #dc3545
 - xiii. #212529