## **Professional Web Development Consulting Firm Website Planning Document**

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| **Checklist for Planning a Website** | |  |
| Topic | Web Developer Questions | Answers (Give brief but thoughtful and realistic answers. No, the website will not be *real* but it does need to be *realistic.*) |
| Purpose of the Website | What is the purpose and goal of the website? | The purpose of this website is to get in touch with clients and vendors to serve in the best way. We help people to communicate with each other with the platform we build and design. |
|  | What is the company’s mission statement? | We aspire to become a world leader in advancing businesses through digital means. Customer satisfaction, openness, innovation, teamwork and growth, are the core values behind our company, and continue to reflect who we are, how we work, and what we strive for. |
| Target Audience | Describe the target audience (age, gender, demographics) | Our audiences and targets are our great customers and vendors from different companies in Canada and around the world. |
|  | What information is most pertinent to the users? | About us, our missions and many of our services that users can find in our website. |
| Multiplatform Display | Will you design for multiple platform display or only focus on a desktop or mobile design? | This website is multiplatform, can be accessible from smartphones and desktop computers. We build and design multitask and multiplatform application for our great cients. |
| Wireframe | How many pages will be included in the website? | Usually there are 4 pages in this website, Home, About Us, Services, Tetimonials and Contact Us. |
|  | How will the pages be organized? | All the pages are organized for smartphones and desktop computer. |
|  | What type of website structure is appropriate for the content? | Hierarchy structures are the best way to organize most complex bodies of information. Because web sites are usually organized around a single home page, which then links to subtopic menu pages, hierarchical architectures are particularly suited to web site organization. |
| Graphics | What graphics will you use on the website? | I usually applied different colors and images on this website. |
| Color | What colors will you use within the site to enhance the purpose and brand? | White, darkblue, red and black color. |
| Typography | What font styles will you use within the website? | Usually I applied different fonts on this website. |
| Accessibility | How will the website accommodate people with disabilities? | NA |

Sketch the wireframe for the home page below:

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| --- | --- | --- | --- | --- |
| **Home** | **About us** | **Services** | **Testimonials** | **Contact Us** |

Below is a screenshot of this website.

