



# Website Planning Document

The site planning document describes the site name, site purpose, target audience with scenarios, site map with navigation, color scheme and application, typography and usually contains wire-frame sketch of the different views. In this lesson, you will be using the required readings and the information presented here with examples to organize and develop the [The Weather Site Project](https://byui.instructure.com/courses/98400/pages/the-weather-site-project) (<https://byui.instructure.com/courses/98400/pages/the-weather-site-project>) planning document. **Use this guide when working on your assignment.**

## Document Sections

### Site Name


The site name is the simply the name of the organizational site and your proposed domain for the site. You cannot use "The Weather Site" nor "Weather Site". Even though we will **not** be obtaining/purchasing nor actually using this domain for the project, you will be required to research the domain name to check on its availability and cost. Use <https://domains.google>  (<https://domains.google>) or a domain registrar of your choice to research and obtain this information. The domain name must be available.

You may want to review your prior coursework web site plan as an example and for ideas. Here is an example [site plan](https://byui.instructure.com/courses/98400/files/33686068/download?wrap=1) (<https://byui.instructure.com/courses/98400/files/33686068/download?wrap=1>)  (<https://byui.instructure.com/courses/98400/files/33686068/download?wrap=1>) that contains more content that you will be required to complete but provides a framework on how a site plan could be put together and provides example content.</>

### Site Purpose

The site purpose provides a statement about the purpose of the website drawing upon the client's functional specifications, the industry and any fictitious but viable goals that you deem to be reasonable for a community site that provides weather information. The site purpose should attempt to provide scope to the website in describing what services it provides. Typically students might leave this section lacking by not talking about perceived content objectives.

### Target Audience and Scenarios

This section requires some research about the website visitors by looking into the purpose and the industry, visiting similar sites and preforming surveys to discover what **scenarios** are relevant to the visitor. Develop two [personas](https://www.usability.gov/how-to-and-tools/methods/personas.html)  (<https://www.usability.gov/how-to-and-tools/methods/personas.html>) to describe the target audience for the weather site. This section should describe the target audience being judicious about the selection of the most plausible demographics.


Some visitor demographic information to consider is age, income, education, experience with the topic and family status. Additional audience information would include where, when and how the visitor will be accessing the site. What device will they be using?

Be sure to include **scenarios** that describe the visitors purpose in visiting and using the site of which the site content can provide the answers such as

- Does that store carry a polo shirt in my size? What color options exist? Price?
- How do I make a CSS-driven drop-down navigation bar?
- I need to transfer funds from one account to another at my bank.
- Who won the game last night? What was the score?
- What's the weather going to be this weekend at the trail I'm planning to hike?

### Site Map

The site map is typically a sketch of all the pages and references on the site and is derived from the customer's functional specifications. The hierarchical relationship is illustrated and will drive the site navigation and links. Depending on the project, these site maps can be complex. Note that the site map for the weather project is fairly simple and you wish to elaborate on some additional pages regardless of the given site description.

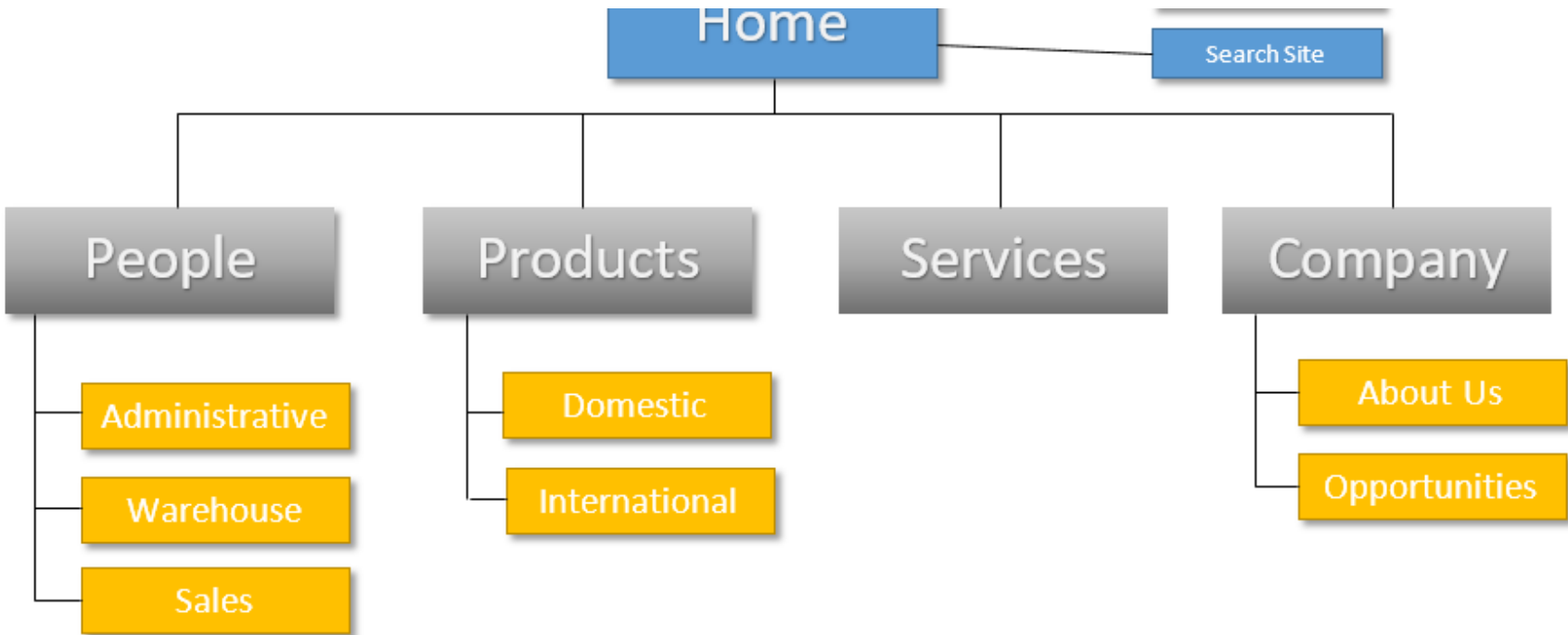
**"Create a Site Map Before You Build Your Site "**  (<https://www.lifewire.com/create-site-map-first-3469549>)

Do not confuse this illustrated site map section with a [sitemap file that can be submitted to search engine web crawlers](https://www.searchenginejournal.com/xml-sitemap-best-practices/237649/)  (<https://www.searchenginejournal.com/xml-sitemap-best-practices/237649/>) that increase site optimization.

You may not be required to create a site map for the assignment given the simplicity of the Weather Site project.

## Site Map Basic Example





Consider this useful tool [WriteMaps](https://writemaps.com/) <sup>↗</sup> [\(https://writemaps.com/\)](https://writemaps.com/) which allows up to three (3) free sitemap builds.

### Color Scheme

The color scheme refers to the carefully selected site colors that reflect the organization's purpose and trademark colors. The planning document defines the color scheme through a color palette that labels color style definitions and swatches for site elements.

[Colors Tutorial](https://www.w3schools.com/colors/default.asp) <sup>↗</sup> [\(https://www.w3schools.com/colors/default.asp\)](https://www.w3schools.com/colors/default.asp): You should know about HEX (base 16) based color designations and combinations of Red, Green and Blue (RGB).  
<http://www.websitebuilderexpert.com/how-to-choose-color-for-your-website/> <sup>↗</sup> [\(http://www.websitebuilderexpert.com/how-to-choose-color-for-your-website/\)](http://www.websitebuilderexpert.com/how-to-choose-color-for-your-website/)

### Typography

The primary text fonts are Georgia, and Segoe UI (stacked in that order).

Site header	Georgia	40px	#aa8439	Sample
Primary Navigation	Georgia	30px	#d4c26a	Sample
Footer Navigation	Georgia	20px	#d49a6a	Sample
Heading 1 (h1)	Georgia	30px	#aa8439a	Sample
Heading 2 (h2)	Georgia	25px	#aa8439a	Sample
Heading 3 (h3)	Georgia	20px	#aa8439a	Sample
Paragraph text (p)	Segoe UI	16px	#000000	Sample

### Typography

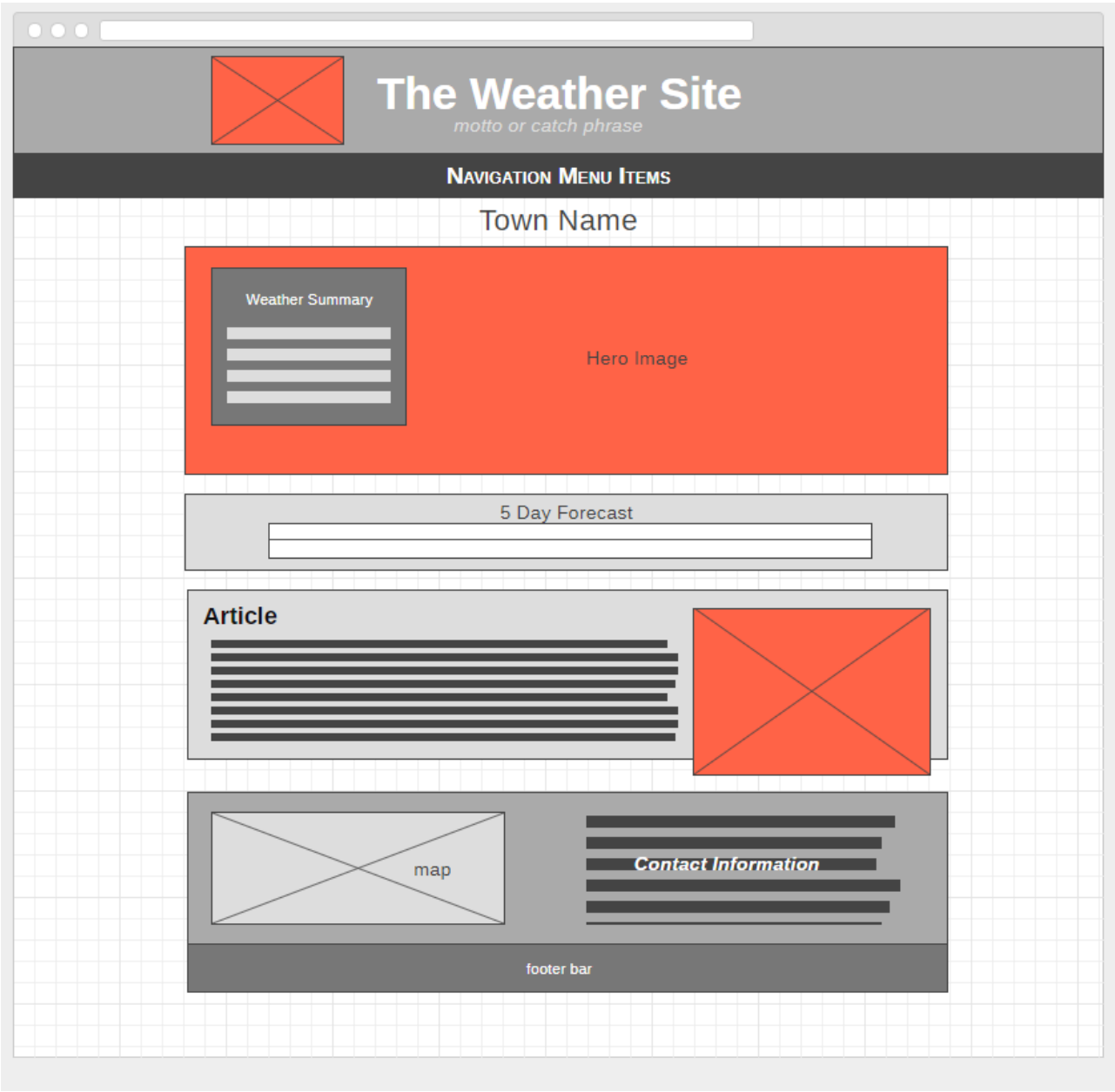
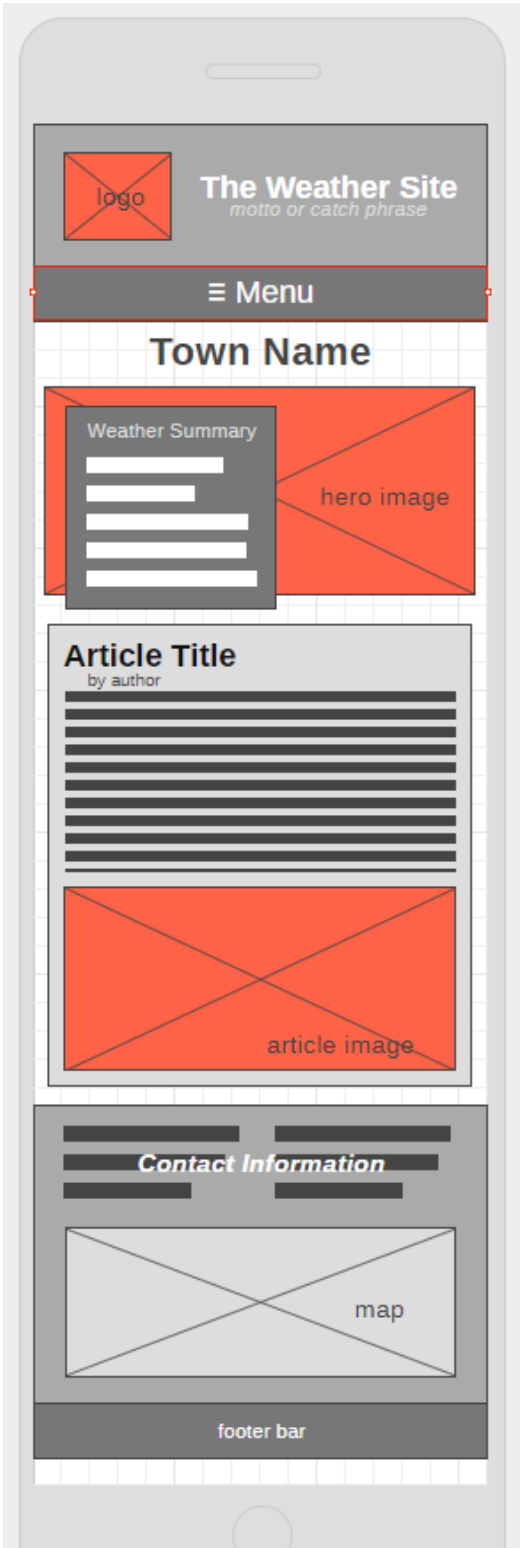
The typography section of the planning document provides examples of the fonts to be used and where they are to be applied. You may wish to combine this section with the color scheme section as your provide application references in your plan. Be careful in your selection and use of typography as this critical design element is often overlooked and not tested in all views. Proper application of typography requires design and technical skills. You want to draw in the appropriate level of attention with your usable typography but no overwhelm, distract, nor confuse the user. The ultimate goal of typography, regardless of subjective opinions, is to properly communicate. This means you sometimes have to heed the prevailing wind of opinion which will still be safe in presenting readable text that presents a mood. In web design you can work with not only the font family, but also the size, line height and text measure or width.


<https://design.google/library/choosing-web-fonts-beginners-guide/> <sup>↗</sup> [\(https://design.google/library/choosing-web-fonts-beginners-guide/\)](https://design.google/library/choosing-web-fonts-beginners-guide/)

## Wireframe Sketches

At this point, you will not be required to draw a wireframe sketch for the weather site project and you do **NOT** need to include these in the site plan document. You will be given the layout theme at various degrees of detail. As part of your preparation, you should review [Sketching a Wireframe \(https://byui.instructure.com/courses/98400/pages/sketching-a-wireframe\)](https://byui.instructure.com/courses/98400/pages/sketching-a-wireframe) to learn about how to sketch a wireframe.

These example wireframe sketches will be used to guide our development some of the pages on the weather site project. The town page mock-ups are given here for the small and larger views.



One simple tool that can be used freely to develop a wireframe sketch is [wireframe.cc](https://wireframe.cc)  [\\_\(https://wireframe.cc\)\\_](https://wireframe.cc). You can choose the viewport and save different schemes and just use a screen capture tool to capture your wireframe design.