

# Site Plan

## Site Description

This document will describe BookBook.com site. I will tell the site name, purpose of the site, target audience, site map, color scheme, typography, and wireframe sketches.

### Site Name

The site name will be called BookBook.com.

## Purpose Statement

The purpose of this site is to notify readers on new releases, recommend books that peak their interest, and share reviews with friends.

## Target Audience

The target audience would be anyone that enjoys reading and discovering new books to read. Examples would be any stay-at-home mothers or fathers that read during their free time, or when your want to be part of a book club you can see the progress of where everyone else is at.

## Color Scheme

The primary colors will be used for any of the text, links, background, and logos in the site.

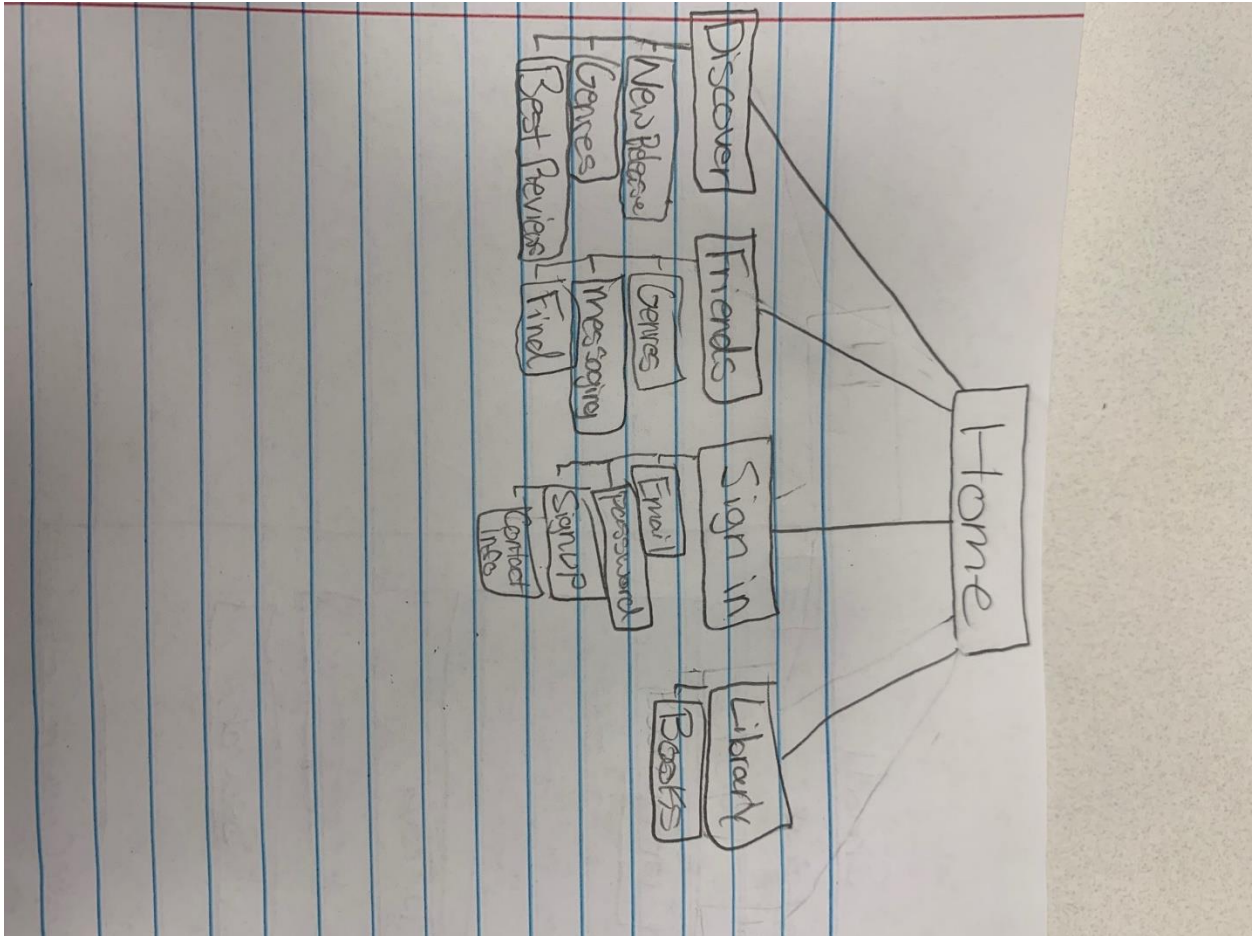
#EFBDEB # B68CB8 # 6461A0 # 314CB6 # 0A81D1

## Typography

**Default Text:** #000000 **Font:** Avenir

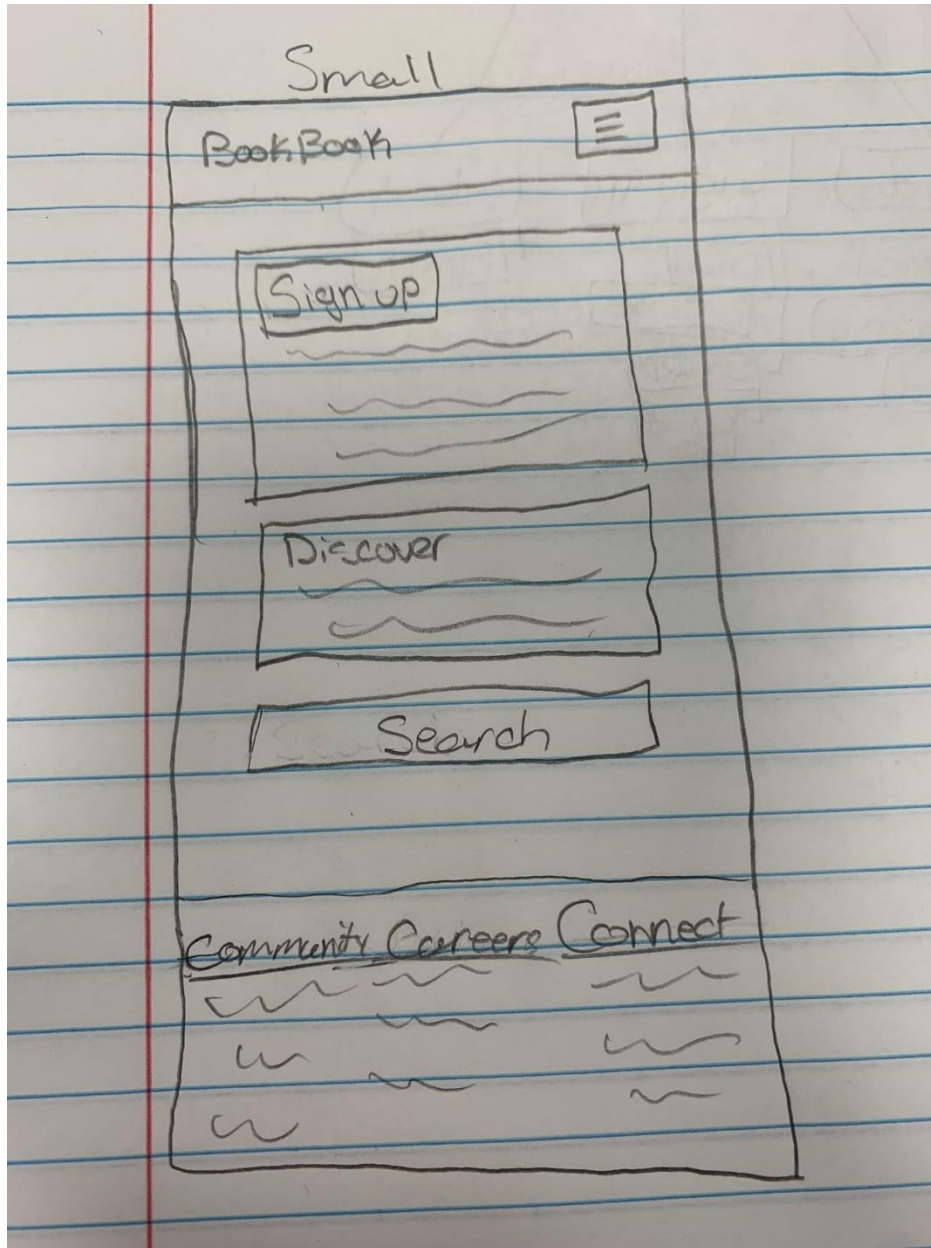
**Headers:** #6461A0 **Font:** Didot

## Site Map

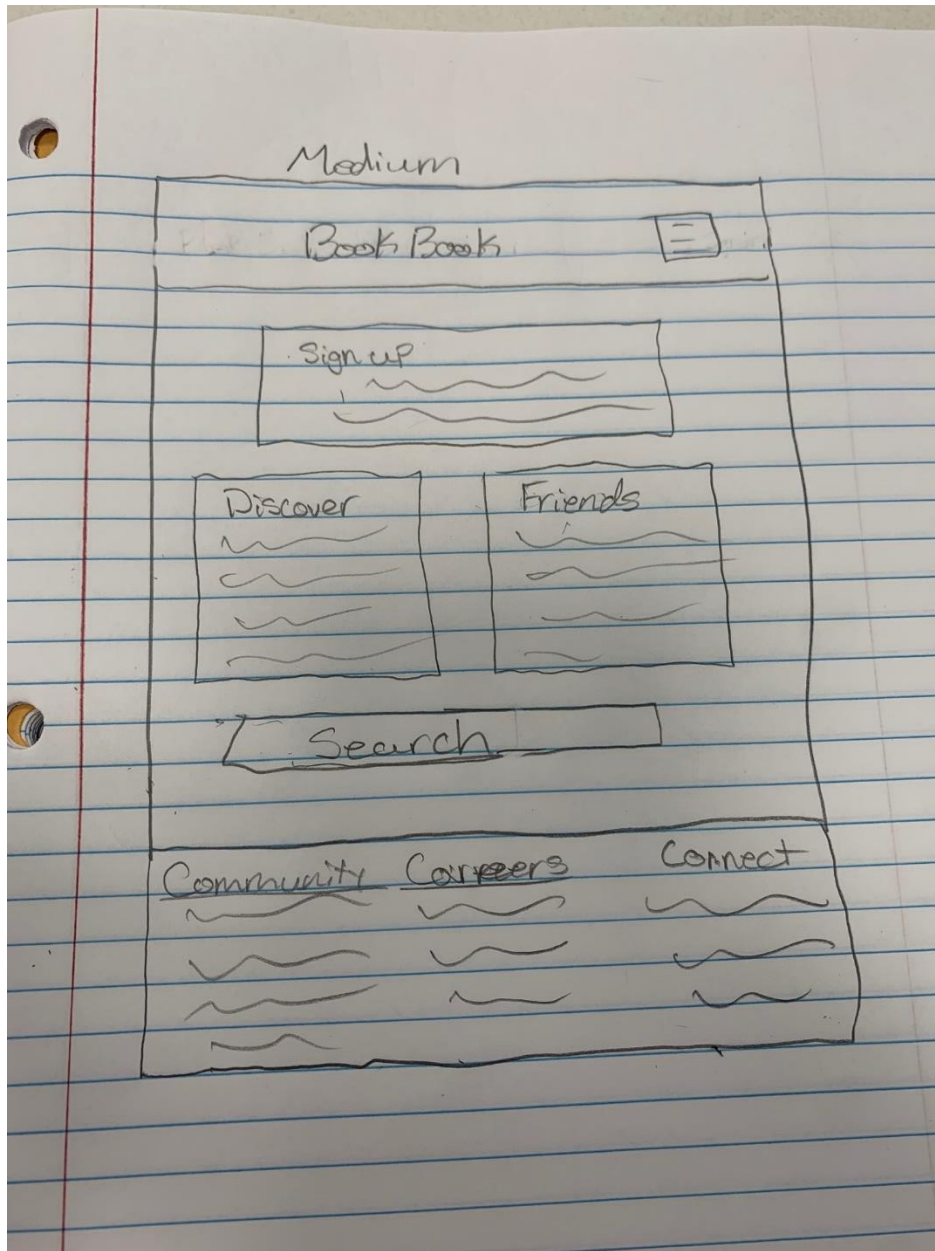


# Wire Frame

## Small View



## Medium View





## Large View

