**Website Planning Document**

Rosehill Blooms

**Site Purpose:**

To advertise and bring customers to Rosehill Blooms. This website is also a place for the owner, Wendy Rindlisbacher to display her beautiful designs, as examples of what she can provide to her customers. A horizontal slide menu will have links to 5 different pages: home page, boutonnieres page, corsage page, wedding page, and contact page. Each page will follow PARC principles and not exceed 400K. This webpage will be scalable on all classes of devices: large-wide-screen (laptops), medium-screen (tablets), and small-screen (smartphones).

**Target Audience:**

4 Groups: (**Wendy, which audience would you like to Target?**)

Women/Mothers – Women are drawn to improving the look of their surroundings by adding aesthetic elements, such as flowers. Mothers will be shopping for sons’ corsages for Prom, wedding flowers, etc.

Men/Fathers – Men are always looking for ways to impress that special woman in their life. They may order a bouquet or arrangement for a girlfriend or wife on special occasions. Fathers, as well will sometimes buy flowers to cheer up or cheer for their daughter.

Business Sector – We may have a few customers from the business sector. Floral arrangements are always inviting in a business.

Other Florists – Other shops will be interested in what services we are offering, as well as the designs Mrs. Rindlisbacher is creating.

Age Groups: The majority will be young to older adults, ages 15 – 80+ years.

**Site Map:**

**Home**

**Home**

**Adventure Tours**

**Events**

**Sales**

**Service**

**Contact**

**Color Scheme:**

Dominant Color:

Orchid (B32B65)

(Cross between blue and green – both colors are liked by both men and women.

Green represents peace, tranquility, and nature. Blue represents peace, calm, health)

Complementary Colors:

Buff (FFF063)

Muted Pink (FF579F)

Turquoise (31B3CC)

Background Color:

Aqua (349EB3)

**Typography:**

|  |  |  |  |
| --- | --- | --- | --- |
| Site Header  Motto | Tangerine w/shadow | *Sample*  300%  200%  Sample | Samplee |
| Primary Navigation | Bree | 130% | Sample |
| Footer Navigation | Bree | 95% |  |
| Headings (h2-h5) | Bree | Sample  180% |  |
| Paragraph Text | Bree | Sample  120% |  |

**Wire Frame Sketches:**

**Small Sketch:**

Picture of Biking

Picture of Biking

Picture of Biking

Contact Information

Call to Action

Slide Down Navigation

User will scroll down for remainder of website

Icon

Title

…Motto

**Medium Sketch:**

Title

…Motto

Picture

Call to Action

**Navigation**

Picture

Picture

**Footer – Contact Information**

**Large Sketch:**

Title

…Motto

Header

**Footer – Contact Information**

Picture

Picture

Picture

Call to Action

**Slider Navigation**