

# SOUTHEAST IDAHO HAPPENINGS

## SITE PLAN

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### SITE NAME AND DOMAIN

The site name is Southeast Idaho Happenings and the domain name is seidahohappenings.org. This domain is currently available for \$12/year according to Google Domains.

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### SITE PURPOSE

The goals of Southeast Idaho Happenings are to attract visitors to the small towns of Preston, Soda Springs, and Fish Haven, giving local businesses a platform to advertise, and to inform users about community information such as weather, news and local events, and local artists.

Services provided by this site include:

- Local weather for each town
- Major storm watch information for the region
- Local business list with links to websites
- Community events
- Gallery for local artists

These small towns provide ample opportunities to attract visitors who will spend money at local business, thus strengthening the communities and increasing opportunities to its citizens, because with higher revenues comes higher public services and standards of life for all.

Businesses listed for user information include: restaurants, hotels and lodging, adventure outfitters, ATV, RV, and boat rentals, guide services (hiking, kayaking, etc.), museums, state parks, visitor centers, event organizers, local bands and theater companies, golf courses, campgrounds and shops.

Perceived content objectives:

- Attract out of town visitors to town to spend money at local businesses
- Encourage local residents and visitors to attend community events
- Strengthen community pride and spirit
- Increase local business' profits
- Give local artists a platform to display their work and gain wider audience and interest

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## TARGET AUDIENCE AND PERSONAS

The target audience for this site are out-of-town vacationers who are adults ages 35-65. Income is in the range of 50k-90k. Highest degree of education is Bachelor's Degree. This group loves nature and wildlife and are looking for creative ways to have a vacation on a budget, but still willing to spend money for memorable new experiences.

### Persona 1

Dan Openshaw, age 52. He has a bachelor's degree in Agricultural Science and works as an Agribusiness Operations Manager for a large farming operation. Yearly salary is \$53k.

Dan is an avid fisher and hunter and enjoys riding ATVs. He is married to his wife of 19 years and they have three sons, ages 17, 15, and 11. The family regularly spends time in nature, fishing, boating, riding ATVs and hunting. The family lives in Layton, UT. Time off is limited, so the family occasionally takes multiple vacations throughout the summer that last 2-5 days.

Major concerns are family time together and relaxing time away from his job. His boys are growing older and they all have similar interests. Dan and his wife want to plan a two day trip with their boys within several hours drive of their home in Layton. Preferred device is tablet.

Quote: "All I need is my fishing pole and six hours and I'm in heaven!"

### Persona 2

Stephanie Curtis is 44 years old and is currently taking classes to earn her Bachelor's Degree in Marketing. She currently works in marketing for a hospital in her small town of Burley, ID. She and her husband have a combined income of \$96k per year.

Stephanie has 3 children and one stepson, all grown, and one grandchild. She has been happily married to her second husband for 13 years. She enjoys small towns and her hobbies include photography, eating at new and unique restaurants and going to musicals.

Her current concerns are where to spend a five day annual vacation with her 3 lifelong girlfriends. They want to meet at her house in Burley and go on a road trip together. They are looking for comfortable lodging and some outdoor activities and local, small town events. Preferred devices are laptop for initial search and reservations, and mobile phone while traveling.

Quote: "My best friends are like my sisters!"

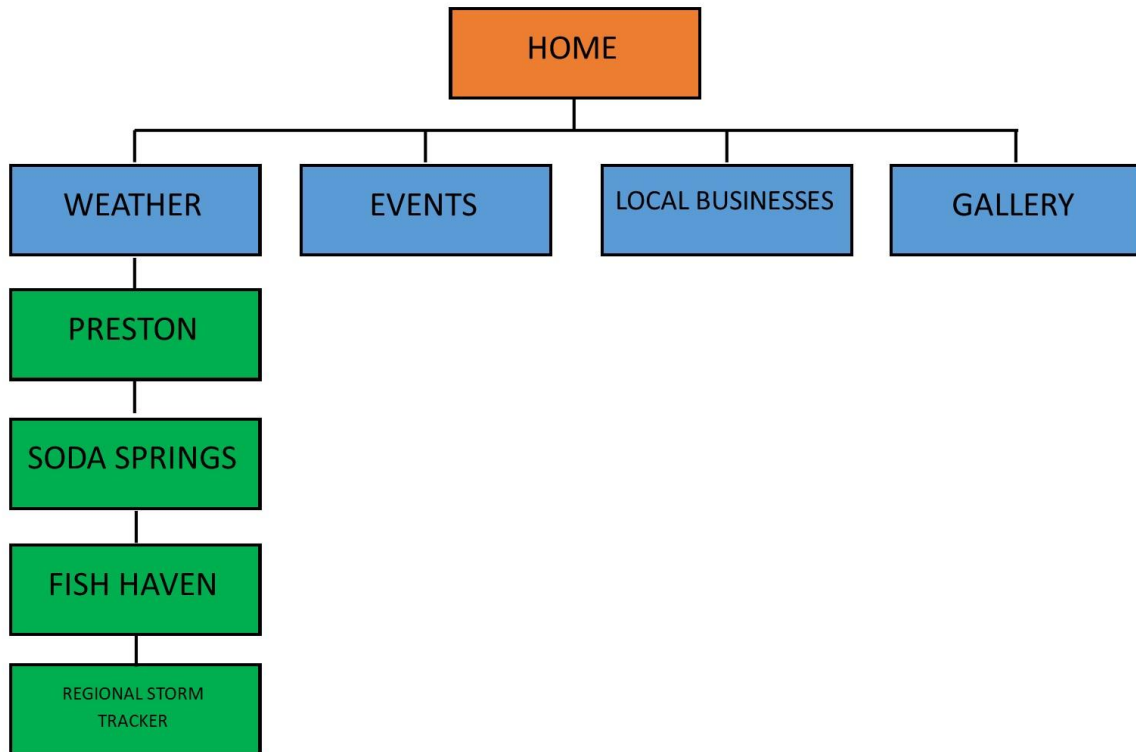
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## SCENARIOS

- What will the weather be like during the time I would like to visit?
  - There will be a link on the site showing current weather conditions and forecasts for each town listed. There is also a storm tracker link showing any major storm systems in the area. This will be invaluable for travelers and road conditions.
- Are there any community events that interest me during my stay?
  - A community events page will list all the local events such as art exhibits, Farmer's Markets, plays, concerts, and admissions discounts.
- What can I do for entertainment? Can I rent an RV, boat or ATV?
  - In addition to the community events page, a local business listing will be categorized and searchable, guiding users to local services available and increasing business in the communities. Each business listed will have a link to the business' website, allowing users to easily get information and make reservations.
- I am a local artist, interested in showcasing my work on your website, how do I go about doing that?
  - There will be contact information on the homepage for artists and business to reach the author of the site to get their products and profile included. There are also spaces for advertisers on the site.
- Can I access the site on my mobile device? Is it usable and easy to read?
  - The site supports responsive design techniques and will adjust to different size devices, making it easily readable and usable.

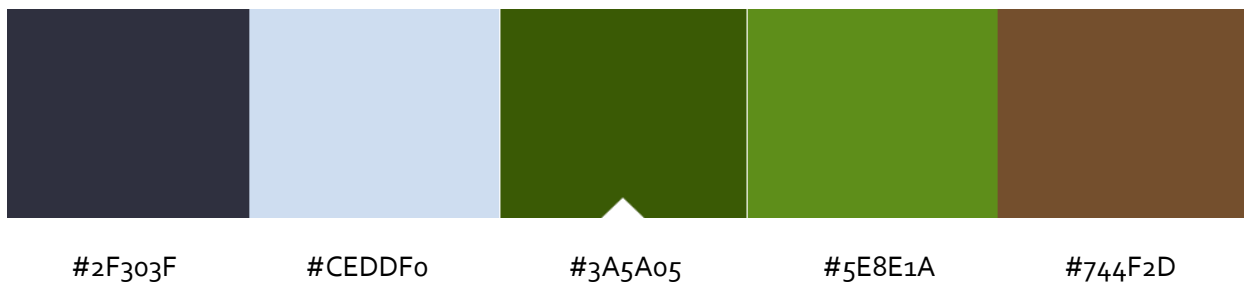
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## SITEMAP



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## COLOR SCHEME



For this color scheme, I chose a pallet of vibrant, earthy tones to echo the adventurous feel of vacationing in Southeastern Idaho. These cool colors communicate freshness and newness, with just a touch of brown to hearken back to the old-time feel of these small, historical towns. These complimentary colors have a strong contrast to make the site interesting and engaging.

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## TYPOGRAPHY

The primary fonts are Julius Sans One and News Cycle. The following table shows the font, size and color for each area of the template.

Primary Navigation	Julius Sans One	30 px	#5E8E1A
Footer Navigation	Julius Sans One	20 px	#5E8E1A
Heading 1	Julius Sans One	30 px	#2F303F
Heading 2	Julius Sans One	25 px	#744F2D
Heading 3	Julius Sans One	20 px	#000000
Paragraph Text	News Cycle	16 px	#000000