## **Website Planning Document**

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| **Checklist for Planning a Website** | |  |
| Topic | Web Developer Questions | Answers (Give brief but thoughtful and realistic answers with the cooperation of all team members. 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? | A website to display a variety of games for the Wilddawg company. |
|  | What is the company’s mission statement? | To give a variety of games to provide a fun and interactive experience to its customer base. |
| Target Audience | Describe the target audience (age, gender, demographics) | Website will be intended for every one 12 and up. This will allow a more variety of games to be created , and give a broader base of games to the user base. |
|  | What information is most pertinent to the users? | The variety of games available to play. What the games are, and what they are about. This information will be utilized to entice the user to playing the games, and return to the website. |
| Multiplatform Display | Will you design for multiple platform display or only focus on a desktop or mobile design? | Mobile and desktop |
| Wireframe | How many pages will be included in the website? | 3 |
|  | How will the pages be organized? | Information cascading from top down |
|  | What type of website structure is appropriate for the content? | Linear structure with home page links |
| Graphics | What graphics will you use on the website? | Each page displaying game will have a graphic pertaining to the game.  Home page will have a logo near top left.  Each Page will have a background image relevant to gaming. |
| Color | What colors will you use within the site to enhance the purpose and brand? | Black background with blue print. Background behind the black background box will be a image relevant to gaming |
| Typography | What font styles will you use within the website? | Times new roman |
| Accessibility | How will the website accommodate people with disabilities? | Easy to read text.  Clear logo display  Easily recognizable links  Simplistic |

Sketch the wireframe for the home page below:

Background: Image relevant to Gaming

Logo

Footer and Contact Information

Body

Information about website, games

Header and Navigational Menu