## **Final Project: Website Planning Document**

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| Checklist for Planning a Website | | |
| **Topic** | **Web Developer Questions** | **Answers (Give brief but thoughtful and realistic answers.** |
| Purpose of the Website (page 11) | What is the purpose and goal of the website? |  |
| (page 12) | What is the company’s mission statement? |  |
| Target Audience  (page 12) | Describe the target audience (age, gender, demographics) |  |
|  | What information is most pertinent to the users? |  |
| Multiplatform Display (page 13) | Will you design for multiple platform display or only focus on a desktop or mobile design? |  |
| Wireframe, Sitemap  (page 14-15) | How many pages will be included in the website? What will be on each page? |  |
| How will the pages be organized? |  |
| What type of website structure is appropriate for the content? |  |
| Graphics (page 17) | What graphics will you use on the website? |  |
| Color (page 19) | What colors will you use within the site to enhance the purpose and brand? |  |
| Typography  (page 18) | What font styles will you use within the website? |  |
| Accessibility  (page 20) | How will the website accommodate people with disabilities? |  |

Sketch the wireframe for the home page below (page 14). If you prefer to print and sketch, that is also acceptable.