**<*Double Cloud Foundation*>**

**Site Plan**

**Purpose Statement**

[The purpose statement synthesizes into a few words the reason(s) you are publishing a site and explains a Web sites overall goals and specific objective designed to achieve those goals]

Web sites overall goal: College students learn that they should study hard and set a high value on their studying chance.

To meet these goals an attractive and easy-to-use Web site to meet the following objectives:

* *<big size photos and high-quality pictures>*
* *<bigger size text and movie>*
* *<two colors: white and blue>*
* *<neat and easy layout>*
* *<ease to use navigation bar>*

**Target Audience Profile**

[The target audience profile should describe the demographic and psychographic characteristics of the target audience such as gender, age group, education level, income, location, social group affiliations, lifestyle choices, purchasing preferences, political, affiliations.]

The typical site visitor:

* *<College Students>*
* *<Caring community>*
* *<Using credit card>*

**Target Audience Wants, Needs, and Expectations**

[The target audience profile should describe the wants, needs, and expectations of the target audience.]

The typical site visitor:

* *<learn the situation, understand and sympathy, help for child>*
* *<* *learn the situation, understand and sympathy, help for mother>*
* *<learn how to donate>*
* *<accept some information and participate in activities>*
* …

**Look and Feel**

[Based on your target audience’s wants needs and expectations describe the look and feel you are attempting to achieve with your site. What type of atmosphere are you attempting to create and why? What is the color scheme you have chosen and why? How do you plan to create a visual identity for the site? Etc.]

<Blue and White Color Scheme: Understand and Supporting>

**Content Description**

[The sites content is the information that is relative, informative, and timely; accurate and of high quality; and usable.]

The site’s value-added content will include the following:

* *<Photo>*
* *<Image>*
* *<Text>*
* <Video>
* <Audio>
* …

**Web Pages**

The < *Double Cloud Foundation (DCF)*> site will contain the following page types:

[Include storyboards showing the layout for each page; this can be attached as a separate file.]

* *<Home Page: helping and supporting for children, mother, and disabilities>*
* *<About us: DCF is a non-profit website>*
* *<Child: Many children need to get helpfulness because of abandon of parents and poverty of families>*
* *<Mother: Many mothers are suffering from loss husband and loss job>*
* *<Donation: two methods to help those people>*
* *<Make a donation: donate by credit card>*
* *<Charity Activities: Volunteer activities for community>*
* …

**Site Structure**

[The site’s structure should support the site’s purpose and make it easy for visitor’s to find what they want in as few clicks a possible.]

The < *Cloud Dream Foundatioin (CDCF)*> site will utilize a <*random | hierarchical| Linear*> structure. This structure was selected because… <*why did you select this type of structure?*>

**[Include a wireframe of your website’s structure and organization; this can be attached as a separate file.]**

Content Description

Banner

Navigation Bar

Photos, Images, Table, Movie

Bio Text

Footer