

Website Planning Document


The site plan document describes the site name, site purpose, target audience with scenarios, site map with navigation, color scheme and application, typography and usually contains wire-frame sketch of the different views. In this lesson, you will be using the readings and the information presented here with examples to organize and develop the project site plan document.

Document Sections

Here is a list of common sections found in a site plan. This list is certainly not exhaustive but covers the main aspects, including the style guide, that will drive the design and content of the site. Our learning project is relatively small, with specific development specifications, so the site plan can be succinct.

Site Name

The site name is simply the name of the organizational site and your proposed domain for the site. Part of this process can be driven by available domain names and established trademarks. We will **not** require you to research available domain names but know that this is part of a project like this where we are building a site for a local organization which may not already be established.

 Use <https://domains.google> or a domain registrar of your choice to research and obtain domain availability information. Most site hosts provide this services as well.

 You may want to review your WDD 130 web site plan as an example and for ideas.

Site Purpose

The site purpose provides a statement about the purpose of the website drawing upon the client's functional specifications, the industry, and any fictitious but viable goals that you deem to be reasonable for a local chamber of commerce site. You can find many examples of chamber of commerce sites for towns, especially in the United States. The site purpose should attempt to provide scope to the website in describing what services and information the site will provide. Typically, students might leave this section lacking by not talking about perceived content objectives.

Target Audience and Scenarios

This section requires some research about the website visitors by looking into the purpose and the industry, visiting similar sites, and performing surveys to discover what **scenarios** are relevant to the

visitor. Develop two **personas** [↗\(https://www.usability.gov/how-to-and-tools/methods/personas.html\)](https://www.usability.gov/how-to-and-tools/methods/personas.html) to describe the target audience for the project. This section should describe the target audience being judicious about the selection of the most plausible demographics.

Some visitor demographic information to consider is age, income, education, experience with the topic and family status. Additional audience information would include where, when and how the visitor will be accessing the site. What device will they be using?

Be sure to include **scenarios** that describe the visitors' purpose in visiting and using the site of which the site content can provide the answers such as:

- Does that store carry a polo shirt in my size? What color options exist? Price?
- How do I make a CSS-driven drop-down navigation bar?
- I need to transfer funds from one account to another at my bank.
- Who won the game last night? What was the score?
- What's the weather going to be this weekend at the trail I'm planning to hike?

Site Map

The site map is typically a sketch of all the pages and references on the site and is derived from the customer's functional specifications. The hierarchical relationship is illustrated and will drive the site navigation and links. Depending on the project, these site maps can be complex. Note that the site map for the learning project is fairly simple and you may wish to elaborate on some additional pages regardless of the given site description.

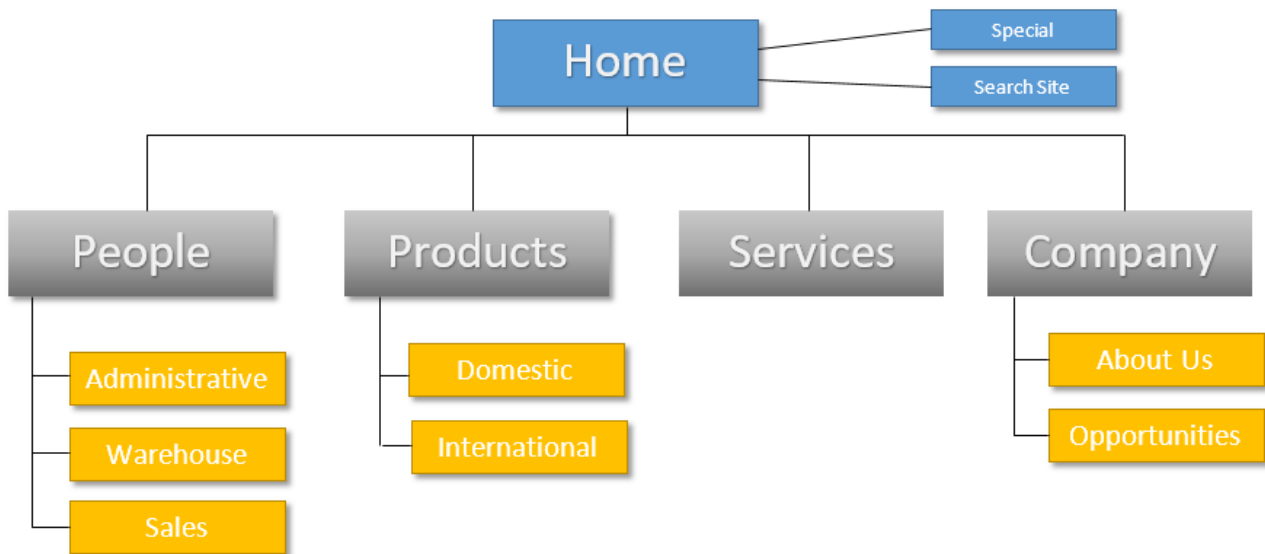
Create a Site Map Before You Build Your Site " [↗\(https://www.lifewire.com/create-site-map-first-3469549\)](https://www.lifewire.com/create-site-map-first-3469549)

⊘ Do not confuse this illustrated site map section with a **sitemap file that can be submitted to search engine web crawlers** [↗\(https://www.searchenginejournal.com/xml-sitemap-best-practices/237649/\)](https://www.searchenginejournal.com/xml-sitemap-best-practices/237649/) with the intent to increase site optimization.

⊘ Your will not be required to submit a site map as part of the assignment given the small size of the learning project.



Site Map Basic Example



Consider this useful tool [WriteMaps](https://writemaps.com/)  (<https://writemaps.com/>) which allows up to three (3) free sitemap builds.

Color Scheme

The color scheme refers to the carefully selected site colors that reflect the organization's purpose and trademark colors. The planning document defines the color scheme through a color palette that labels color style definitions and swatches for site elements.

[Colors Tutorial](https://www.w3schools.com/colors/default.asp)  (<https://www.w3schools.com/colors/default.asp>): You should know about HEX (base 16) based color designations and combinations of Red, Green and Blue (RGB).

<http://www.websitebuilderexpert.com/how-to-choose-color-for-your-website/> 
(<http://www.websitebuilderexpert.com/how-to-choose-color-for-your-website/>)



Typography

The primary text fonts are Georgia, and Segoe UI (stacked in that order).

Site header	Georgia	40px	#aa8439	Sample
Primary Navigation	Georgia	30px	#d4c26a	Sample
Footer Navigation	Georgia	20px	#d49a6a	Sample
Heading 1 (h1)	Georgia	30px	#aa8439a	Sample
Heading 2 (h2)	Georgia	25px	#aa8439a	Sample
Heading 3 (h3)	Georgia	20px	#aa8439a	Sample
Paragraph text (p)	Segoe UI	16px	#000000	Sample

Typography

The typography section of the planning document provides examples of the fonts to be used and where they are to be applied. You may wish to combine this section with the color scheme section as you provide application references in your plan. Be careful in your selection and use of typography as this critical design element is often overlooked and not tested in all views. Proper application of typography requires design and technical skills. You want to draw in the appropriate level of attention with your usable typography but no overwhelm, distract, nor confuse the user. The ultimate goal of typography, regardless of subjective opinions, is to properly communicate. This means you sometimes have to heed the prevailing wind of opinion which will still be safe in presenting readable text that presents a mood. In web design you can work with not only the font family, but also the size, line height and text measure or width.


<https://design.google/library/choosing-web-fonts-beginners-guide/> 

(<https://design.google/library/choosing-web-fonts-beginners-guide/>)





Wireframe Sketches

At this point, you will not be required to draw a wireframe sketch for the learning project. You will be given the layout and actual examples in the assignments. Because you have already done this in a pre-requisite course, this should be a review. As part of your preparation, you should **review** [Sketching a Wireframe \(https://byui.instructure.com/courses/244784/pages/sketching-a-wireframe\)](https://byui.instructure.com/courses/244784/pages/sketching-a-wireframe) to learn about how to sketch a wireframe. One simple tool that can be used freely to develop a wireframe sketch is wireframe.cc  (<https://wireframe.cc>). You can choose the viewport and save different schemes and just use a screen capture tool to capture your wireframe design.

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