Website Planning Document Link Test

The site planning document describes the site purpose, target audience, site map, color scheme, typography and contains wire-frame sketches for different views. We will discuss the wire-frame sketches in the next lesson. You will be using the required readings and these definitions to help you develop a plan for the Weather Site Project later in the lesson.

Document Sections

Site Purpose: The site purpose provides a brief 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. The site purpose should attempt to provide scope to the website in describing what services it provides.

Target Audience: Requires some research about the website visitors by looking into the purpose and the industry, visiting similar sites and preforming surveys to discover what scenarios are relevant to the visitor. You may elect to develop personas for the distinct type of site visitors. 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 acces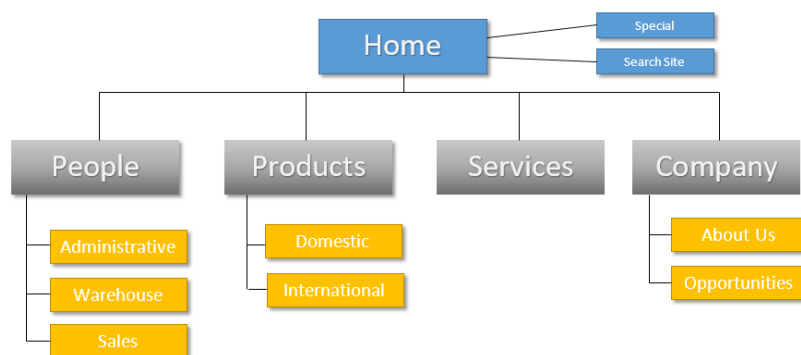sing the site. What device will they be using? Scenarios describe the visitors situational actions in using the site such as

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

Site Map: The site map is a sketch of all the website pages and references. It should illustrate the relationship between those pages.

One online tool that you might find useful is: WriteMaps (3 sitemaps free)

Site Map Basic Example

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: You should know about HEX (base 16) based color designations and combinations of Red, Green and Blue (RGB).

Consider: http://www.websitebuilderexpert.com/how-to-choose-color-for-your-website/

Typography: The typography section of the planning document provides examples of the fonts to be used and where they are to be applied.

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**

Weather Site Project

The weather site is a website project that will be used throughout the course. The goal of the project is to meet the course outcomes and objectives through sequential lesson module content. The project provides opportunities to apply the concepts presented in the lessons by planning, designing, developing, and maintaining a weather related site. This project will prepare you with a foundation upon which to complete the term project at the end of the semester. The towns used in this project are fictitious.

Project Specifications

The project specifications are given to drive the design of the site and to provide general layout considerations. The instructor will act as the

client for the weather site and each related lesson will provide additional specifications and requirements for the site as we move through the concepts of the course.

- The design is consistent throughout the website providing ease of navigation and supporting positive user experiences.
- The header contains a logo, site title, and site motto.
- The main menu contains the following links to pages: *Home*, *Franklin*, *Springfield*, *Greenville*, the *Storm Center*, and the *Gallery*.
- The footer contains contact information in the top row and copyright information, the author's name, a terms of use link, and the current date in the bottom row.
- The home page contains a current weather story with corresponding image and town information.
- The town weather pages contain weather conditions and other town information or relevant articles/content.
- Images are used to reflect the current weather condition data on the town pages and the towns themselves.
- The site supports responsive design techniques allowing delivery of the site and its content on all classes of devices: large-wide-screened (desktop/laptop), medium-screened (tablet), and small-screened (smartphones).

   In addition to the general specifications, there are **development specifications** that are driven by the objectives of the course. Specific developmental specifications will be added to the project as concepts are introduced in the lessons. The following represent the general objective-based specifications.

- Structure the site with valid, standards-based, semantic markup that is responsive.
- Style the site with valid, standards-based presentation markup that supports responsive views.
- Ensure the site meets user expectations and provides a positive user experience by adhering to design principles and utilizing easy-to-use user interfaces.
- The site is free from spelling and grammatical errors.
- The published site meets its required intent as an applied-learning, assessment interface for the course.
- The related assignment pages and site are made available online and referenced from the student's assignment portal page.

Website Planning Document

The Weather Site
Author: Israel Tapia

Site Purpose
Target Audience
Site Map
Color Scheme
Typography
Wire-Frame Sketches

- an appropriate site name (not *The Weather Site*),
- the site purpose,
- a description of the target audience,
- a site map,
- a color scheme with references to elements/content,
- typography selections with references to elements/content, and
- three wire-frame sketches for small, medium and large (wide) screen views **for the city pages**. Use the specifications listed here and the home page sketches as a general guide and have the site maintain a consistent look and feel. Your sketches for these three views **will be modified by the client** in the next lesson with more details.

Create a rough html draft for the Franklin city page named *franklin-4.html*, storing it in a folder named *lesson-4* within the *assignments* folder. A CSS build and reference is NOT required at this point. This city page design should contain the following, listed elements:

- **header** with an image *<img>*, site title *<h1>*, and motto *<div class="subheading">*
- **nav**igation with links to the six, required pages on the site *<ul>*
- **main** with *<h2>* city name heading with *<section>*s including
  - weather data *<h3>*
  - 10 day forecast *<h3>*
  - an image <img>, and
  - city article with a title *<h3>* and associated image *<img>*.
- **footer** with an *<aside>* containing contact information and *<p class="footer-bar">* with copyright, site title, and date *<span id="currentdate">* placeholder

Post your HTML for the Franklin page on the Developer Forum discussion board for peer review and discussion.