## **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? | Create a dynamic financial planner webpage |
| (page 12) | What is the company’s mission statement? |  |
| Target Audience  (page 12) | Describe the target audience (age, gender, demographics) | All ages (preferably teens+) so anyone can track their financial situation even before the age of 18  18+ users can maintain and look over their finances, investments, etc |
|  | 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? | Mostly focused towards a desktop design, but creating a responsive design would be another added benefit for users if I were to create a mobile app |
| Wireframe, Sitemap  (page 14-15) | How many pages will be included in the website? What will be on each page? | First need to figure out what **types of finances to track** (bank info, investments, savings, etc.)  (all theoretical atm, can’t actually have real information and money tracked) |
| How will the pages be organized? |  |
| What type of website structure is appropriate for the content? | A webbed design will most likely be beneficial for this project because users will need to jump between pages from any one page to access their data |
| Graphics (page 17) | What graphics will you use on the website? | Charts, tables, graphs, and images such as a logo and other finance like pics |
| Color (page 19) | What colors will you use within the site to enhance the purpose and brand? | A light green and white color scheme would look reassuring and trustworthy, and maybe I could throw in a little red and yellow to show danger and watch zones, respectively |
| Typography  (page 18) | What font styles will you use within the website? | A font style similar to Google or something calm and not as bold and bright… do not want users to feel like this webpage is a pressurized situation, should be a relaxed, yet safe and alert environment |
| Accessibility  (page 20) | How will the website accommodate people with disabilities? | I could add the diction feature as well as a font size manipulator so that users can change their webpage accordingly. (There are probably more features that I could add but can’t think of atm) |

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