

# Web Site Planning

By: Amanda Wagstaff

For: Cat Web Site

## Phases

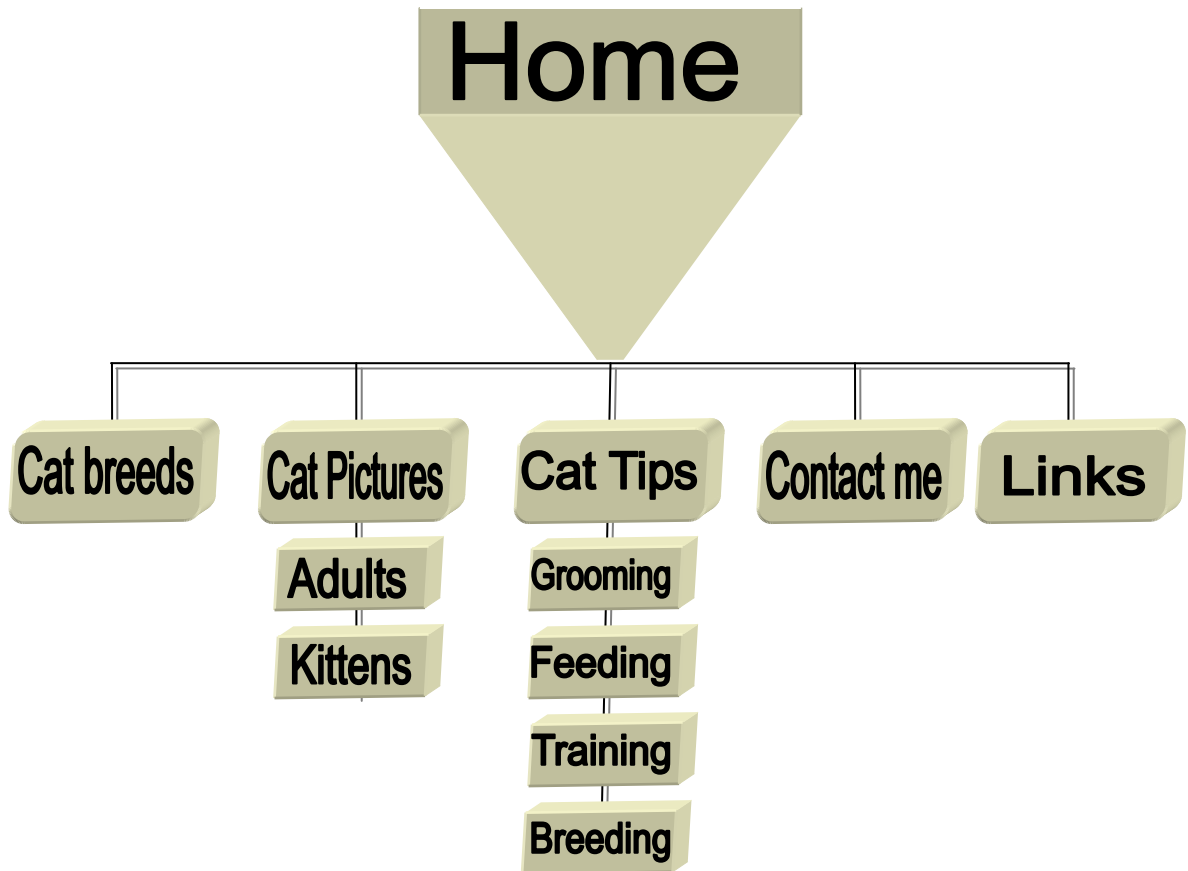
<b>Phase 1: Purpose of the site</b>	<b>Notes:</b> Create a helpful and informative atmosphere where users and members can educate themselves with Cat breed information, grooming, training, feeding, and breeding.
<b>What is the site about?</b> <b>What is the site for?</b> <b>What are the site's goals?</b>	
<b>Phase 2: Expected outcome of the website</b>	<b>Notes:</b> The client hopes to increase audience interest in cat breeds and hopes to educate users about cats.
<b>What does your audience/client expect the site to accomplish?</b>	
<b>Phase 3: Target Market</b>	<b>Notes:</b> The target audience consists of males and females between the ages of 10+ particularly interested in cats.  Main competition: "i-love-cats"  The web is a great resource to "get the word out" and increase audience interest in cats.
<b>Who is your audience/client?</b> <b>Who is their competition?</b> <b>Is the web the right medium for your audience/client?</b>	

<p><b>Phase 4: Managing Content</b></p> <p>List the content the site will display to meet the needs of your audience/client. Organize the content list by grouping information in logical and manageable sections and subsections.</p>	<p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>❖ <u>Breeds information</u></li> <li>❖ <u>Photos of cats</u> <ul style="list-style-type: none"> <li>○ Adult cats</li> <li>○ Baby cats</li> </ul> </li> <li>❖ <u>Tips for cat owners</u> <ul style="list-style-type: none"> <li>○ Grooming</li> <li>○ Feeding</li> <li>○ Training</li> <li>○ Breeding</li> </ul> </li> <li>❖ <u>Contact information</u> <ul style="list-style-type: none"> <li>○ My contact information form</li> </ul> </li> <li>❖ <u>Links to relative sites</u></li> </ul>
<p><b>Phase 5: Mapping out the site</b></p> <p>Flow chart &amp; storyboard</p>	<p><b>Notes:</b></p> <p>See attached flowchart See attached page layouts</p>
<p><b>Phase 6: Development &amp; Design Req.</b></p> <p>Decide on colors, fonts, graphical treatments, and programming.</p>	<p><b>Notes:</b></p> <p><b>Type:</b></p> <p><b>Header-</b> Georgia (20 pt) <b>Subheader-</b> Times (16 pt) <b>Body text-</b> San Serif (14 pt) <b>Links-</b> Underline</p> <p><b>Font- Colors</b></p> <p><b>copy</b> – Sepia #5E2612 <b>link</b> -- #AF4035 <b>active link</b> -- #AA5303 <b>over link</b> -- #CC1100 <b>visited link</b> -- #3D5229</p> <p><b>Bgcolor</b> = #FFFFFF / GIF Image <b>Header, subheader</b> = #734A12</p> <p><b>Graphics:</b> Header and column will be a .jpg image. Programming will be coded in DW.</p>

<b>Phase 7: Site testing</b>	<b>Notes:</b>
<b>Test on different platforms and browsers.</b>	Will use Windows XP and Vista with IE version 7.0 and Firefox version 2.0 browsers.
<b>Phase 8: Site Deployment</b>	<b>Notes:</b>
<b>Organize all files to be loaded to server to complete website for viewing.</b>	Upload to client server.

# Flowchart

By: Amanda Wagstaff  
For: Cat Website



# Storyboard

By: Amanda Wagstaff

For: Cat Website

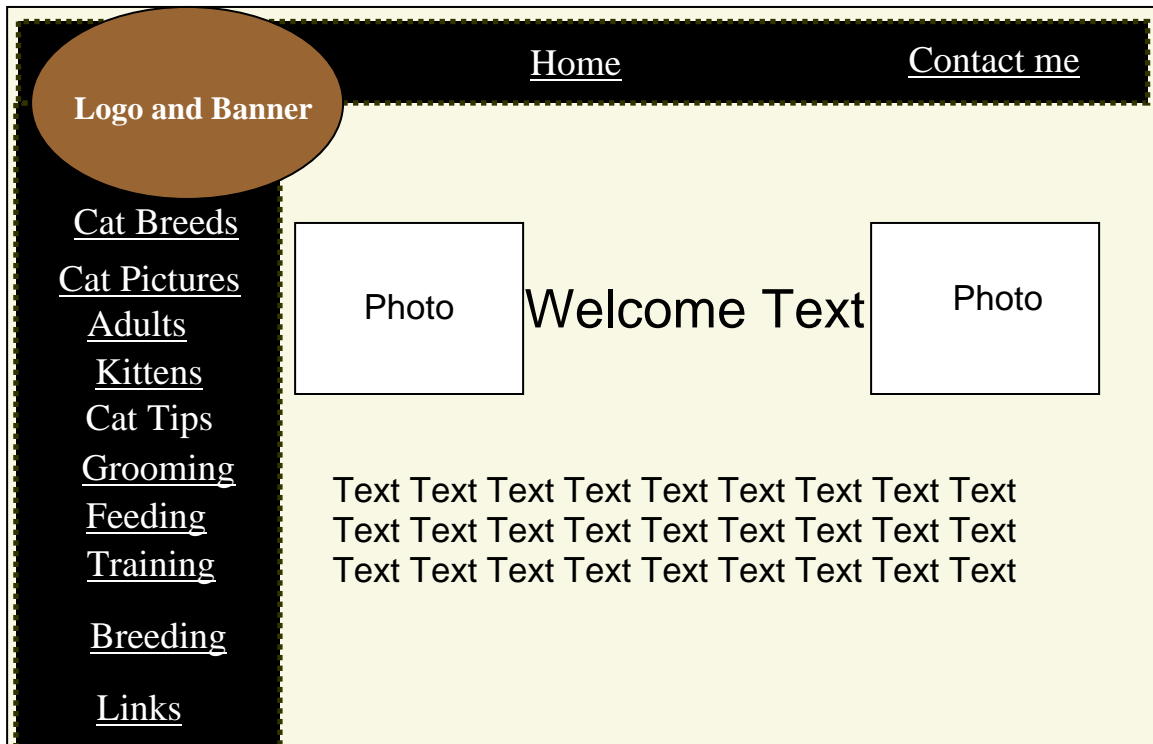
Page Name: Home

Designer: Amanda Wagstaff

HTML: index.html

Programmer: Amanda Wagstaff

Update: Monthly



# Storyboard

By: Amanda Wagstaff  
For: Cat Website

Page Name: Home  
HTML: index.html  
Update: Monthly

Designer: Amanda Wagstaff  
Programmer: Amanda Wagstaff

**Home** **Contact Me**


**Cat Information**

**Cat Breeds**


**Cat Pictures**

**Cat Tips**

**Links**



Welcome to...  
Cat Information Site



Click around have fun! Here are some thing you don't want to miss from this site. Be sure to check them out.

Some things you can't miss!		
Pictures	Breed Info	Tips
Check this link out for cute and fun pictures!	Want to know more about different types of cat breeds then click the Breed info link	Click on any of the tips to get more infomation on how to take care of your kitty

# Storyboard

By: Amanda Wagstaff

For: Cat Website

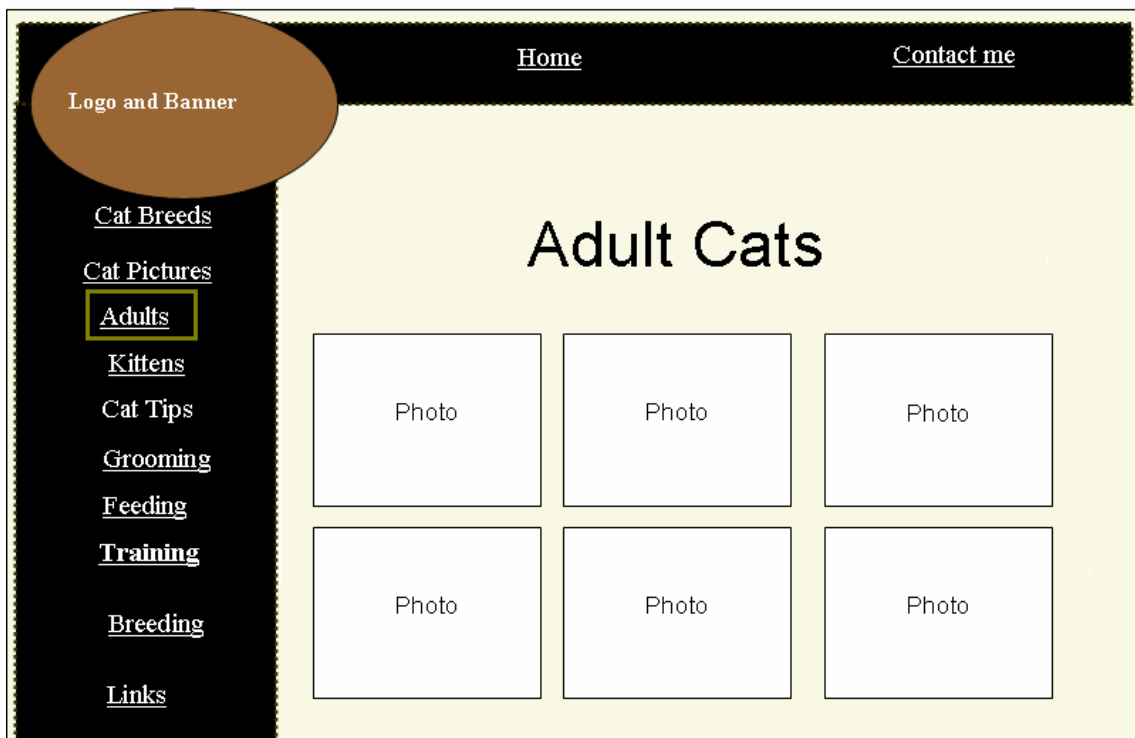
Page Name: Adult Cats

Designer: Amanda Wagstaff

HTML: adultcats.html

Programmer: Amanda Wagstaff

Update: Monthly



# Storyboard

By: Amanda Wagstaff  
For: Cat Website

Page Name: Home  
HTML: index.html  
Update: Monthly

Designer: Amanda Wagstaff  
Programmer: Amanda Wagstaff

**Home** **Contact Me**

**Cat Information**

**Cat Breeds**

**Cat Pictures**

**Adult Cats**

**Kittens**

**Cat Tips**

**Links**

## Adult Cats



Click each pictures to see bigger sized. Note: Bigger sized pictures pop-up on a new window.