Website Planning Doc

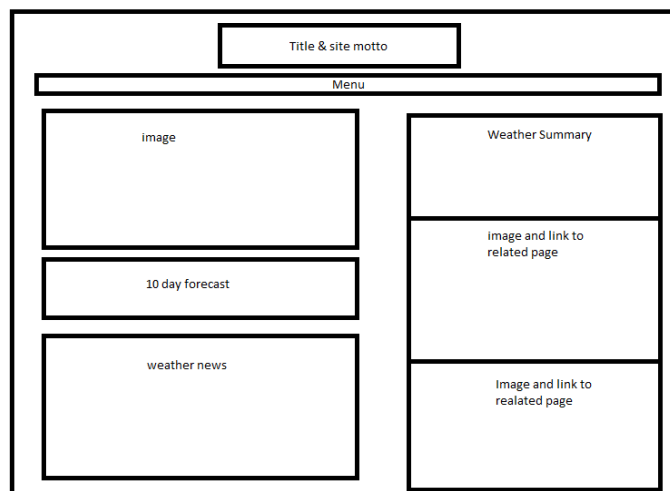**Weather Watchers**

Author: Brandt J Cheney

Site purpose:

To efficiently and effectively display information about the weather across a range of different locations.

Target audience:

Teens and young adults who need to find critical weather information quickly while on the go!

Site map:

Color scheme:

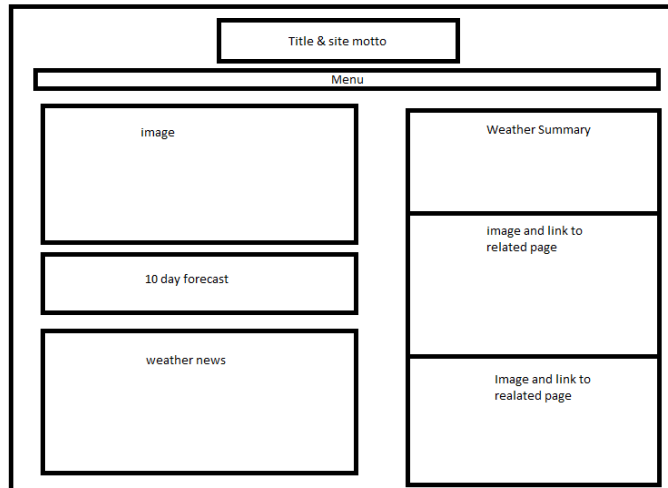Light orange with white accents

(using warm color to reflect desirable weather)
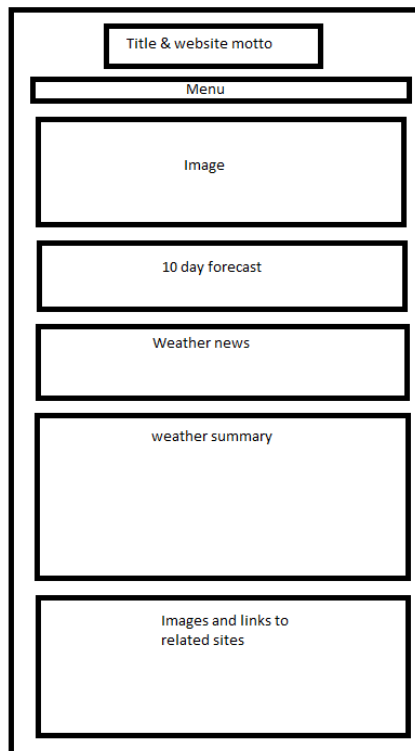
Typography:

The goal with my sites typography is to ensure an optimal user experience by making all labels and information easily readable as well as making separate elements easily distinguishable.

Wire frame sketches:

Large:

Title & site motto		
Menu		
image		Weather Summary
		image and link to related page
10 day forecast		
weather news		Image and link to realated page

Medium:

Title & website motto
Menu
Image
10 day forecast
Weather news
weather summary
Images and links to related sites

Small:

Title & page motto

Menu

Image

Weather news

Weather summary

Images and links to
related pages