Website Planning Document

WeatherOut

"WeatherOut Any Strom"
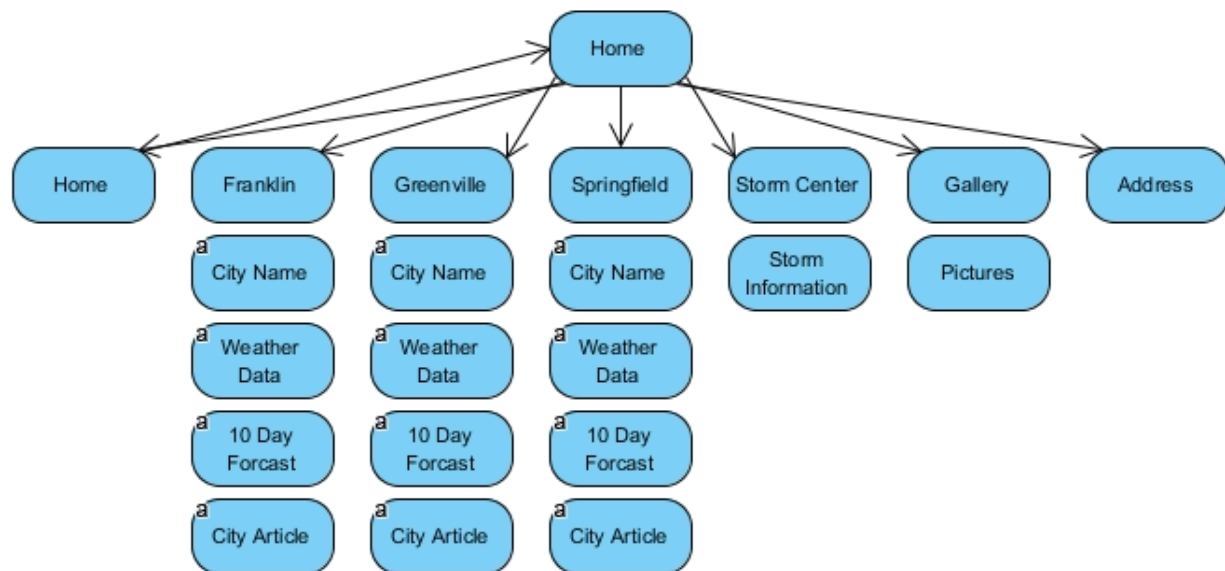
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Site Purpose

The purpose of WeatherOut is to give accurate and reliable weather conditions and information to the users. It could be used every day to keep people informed about the current and upcoming weather conditions. This will be applicable to a variety of people, who are interested in doing activities outside. It will also educate the user about certain weather conditions and dangerous events.

Target Audience

The target audience for WeatherOut are people who are interested in the weather. The website will give accurate weather updates for the cities of Franklin, Greenville, and Springfield. It will contain the current weather, along with future weather projections up to days in advance. The information given will be short and to the point, without any filler material. It will also contain articles of recent weather activities, as well as a photo gallery. It will also include a storm center that will have information about certain storms and how to stay safe during them.

Site Map

Color Scheme

The background will be white with a dark yellow boarder around header and footer. The company name and footer information will be a navy blue, while the motto will be a baby blue. The City names, Storm Center, and Gallery will be in black writing with a dark orange boarder

around them. The City name, weather data, 10-day forecast, and city article titles will be in black. They will also have faded orange gradient boarder. All articles and paragraph writing will also be in black.

Typography

All text will be in Gisha font. The company name will be in 18px and bold, and the site motto will be in 14px italic. The City names, Storm Center and Gallery will be in 14px and bold. The City name, weather data, 10-day forecast, and city article titles will be in 14px bold. The aticles and paragraph writing will be in 11px. The address and footer information will be in 8px.

Wire-Frame Sketches