

# Website Planning Document

## Local Weather Services

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### Site Purpose

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To deliver up-to-date and reliable weather information for the cities of Franklin, Greenville, and Springville

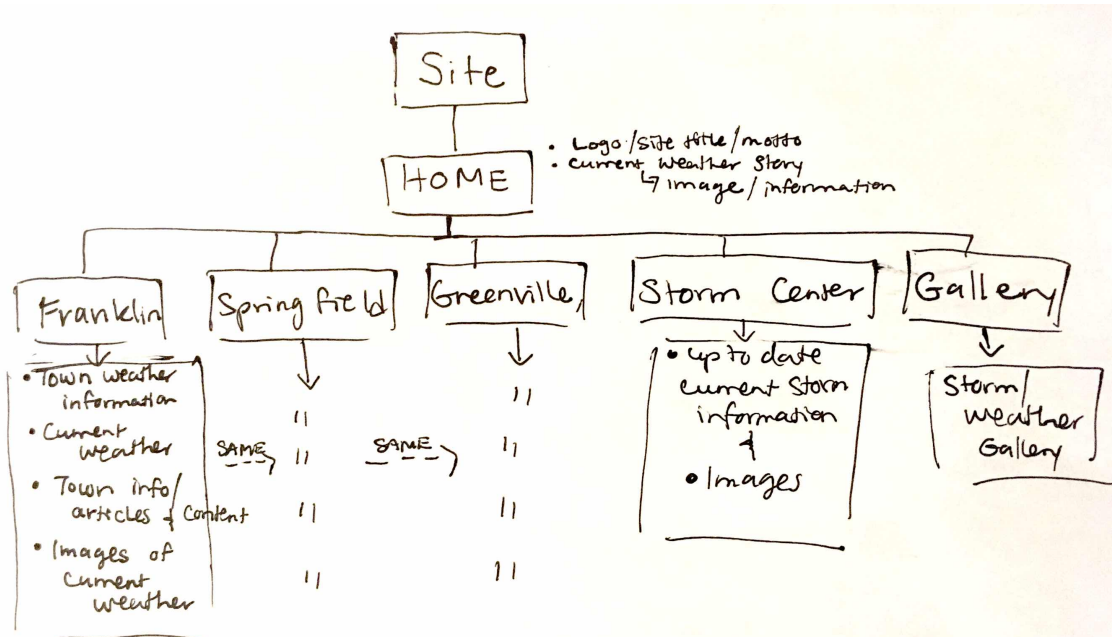
### Target Audience

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Local residence of these three cities age range from 18-80 in years. Specifically residence looking for storm alerts, summer heat updates, and daily weather updates for outdoor activities or travel trips.

### Site Map

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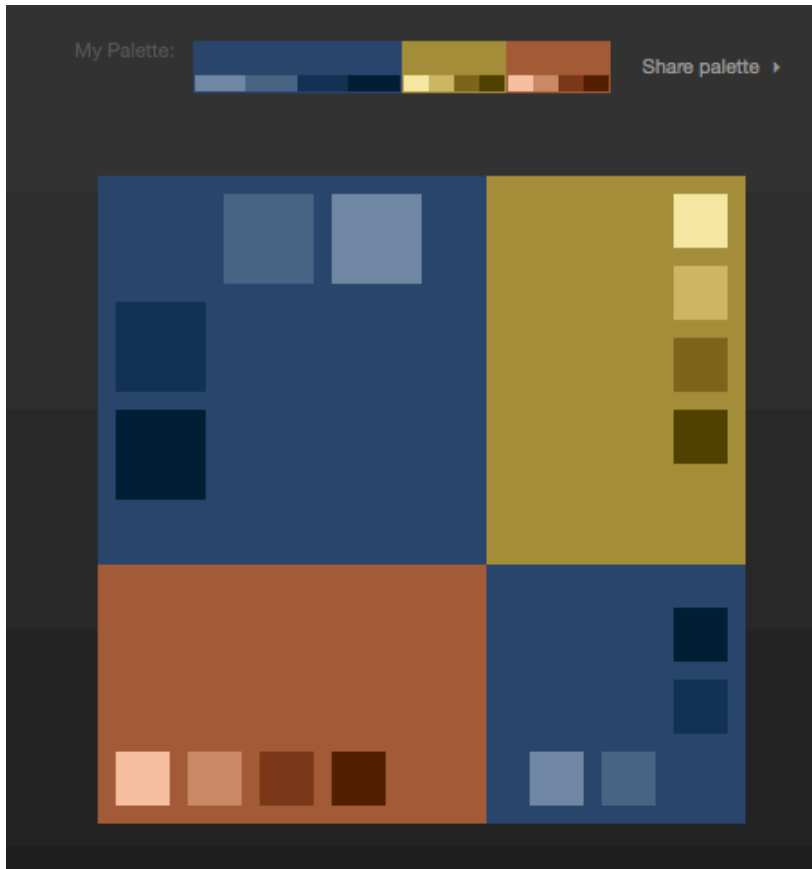


## Color Scheme

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Main Color: Navy Blue  
Background: White  
Text: Darker Blue  
Headings: Deep Orange  
Navigation: Gold

[Palette Color Link](#)



## Typography

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Headings:

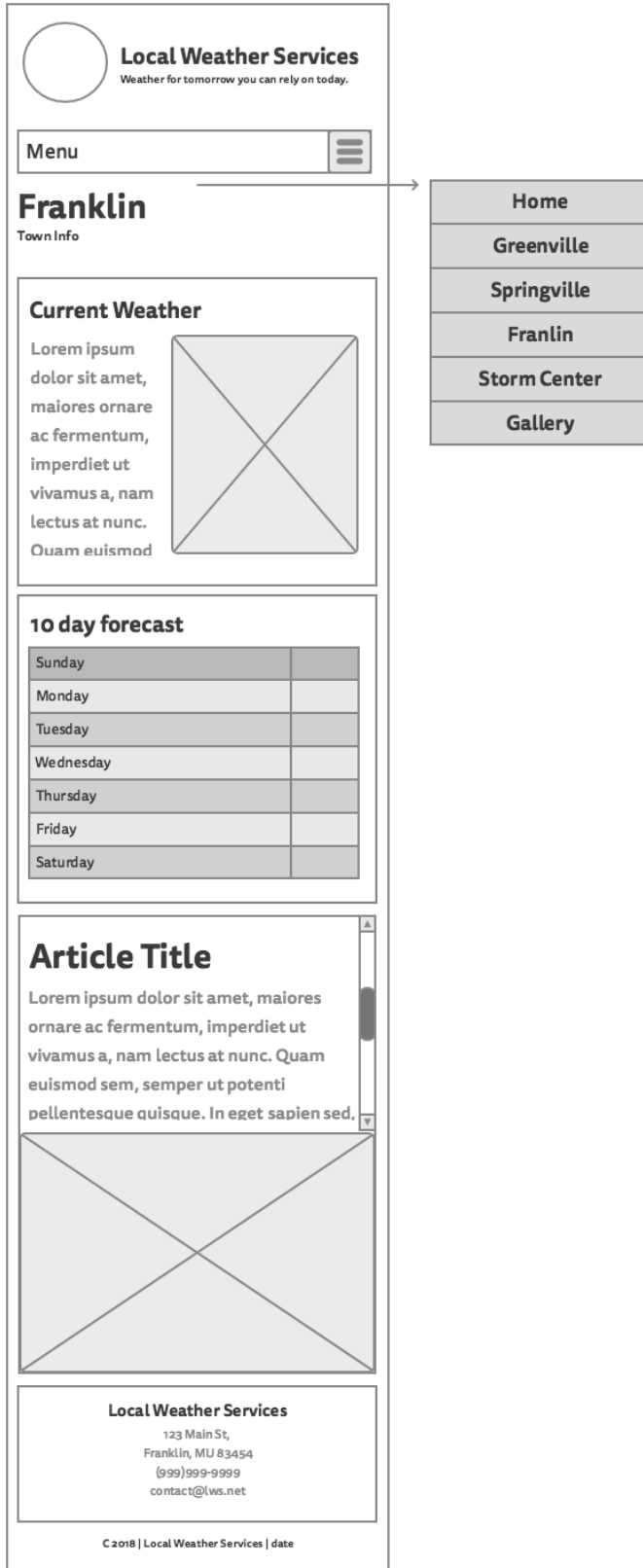
**Neue Haas Grotesk** (San Serif)

Main Text:

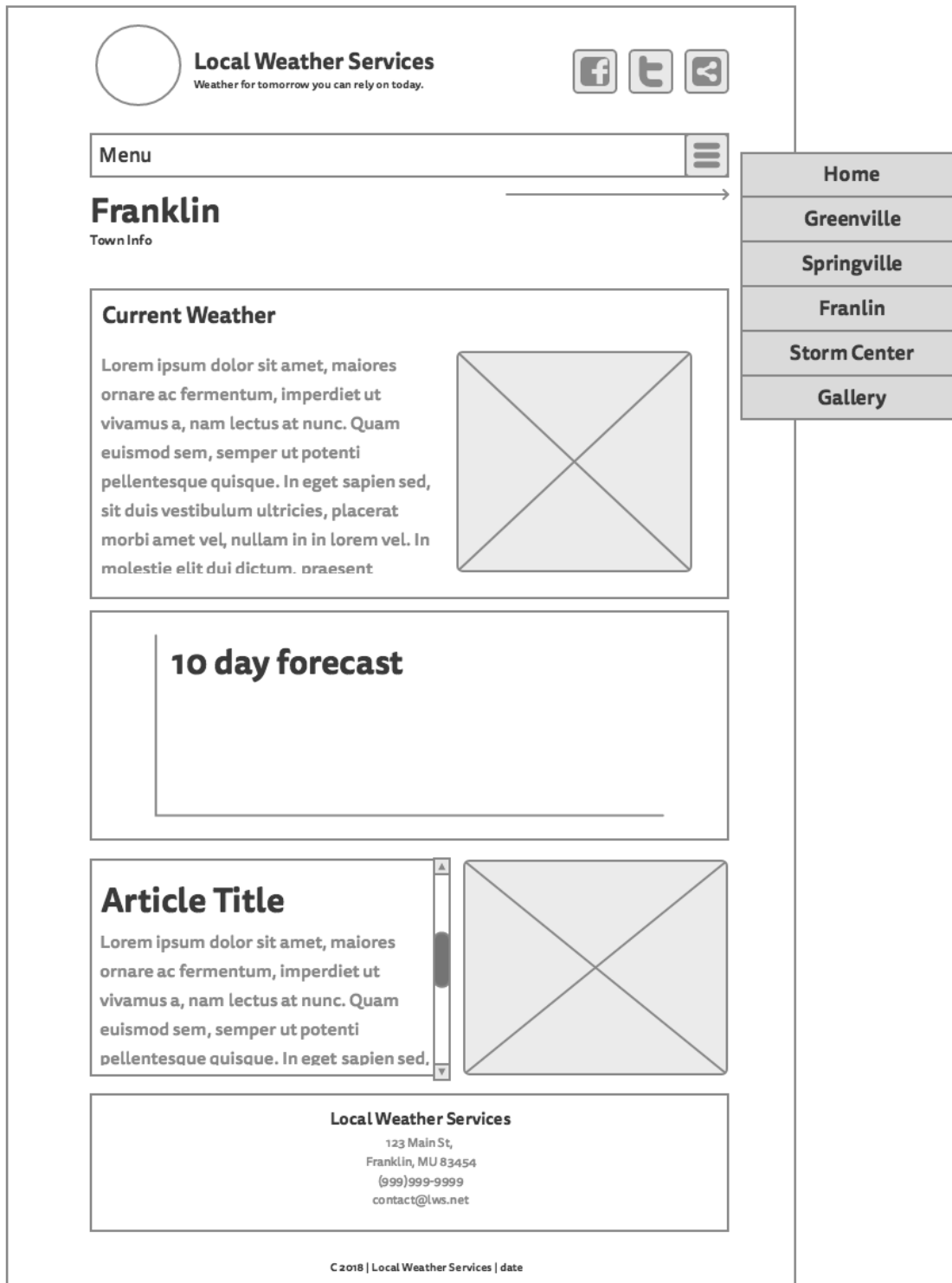
Stempel Garamond (Serif)

# Wire-Frame Sketches

## Small (Smart Phone)



## Medium (Tablet)



## Large (Desktop)

