

Website Planning Document

Local Weather Services

Author: Cassie White

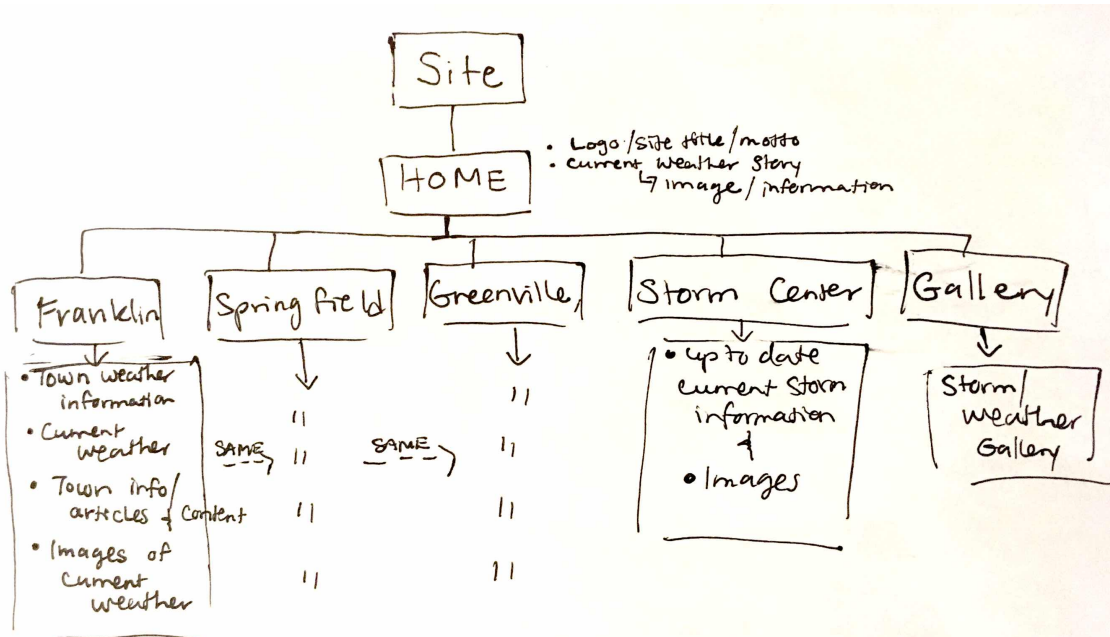
Site Purpose

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

Target Audience

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.

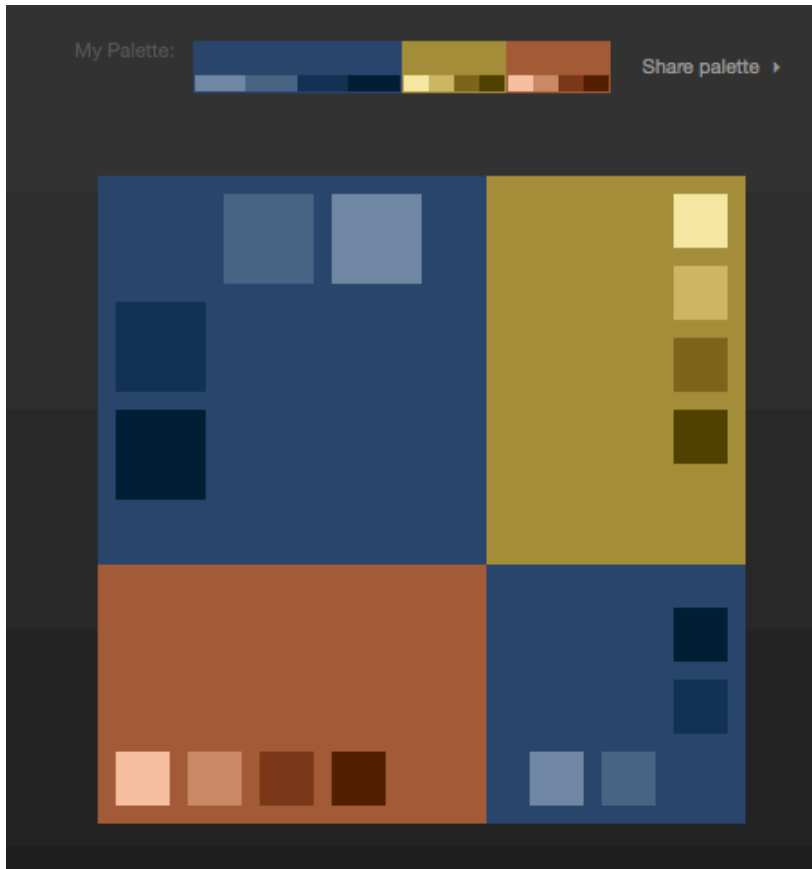
Site Map



Color Scheme

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

[Palette Color Link](#)



Typography

Headings:

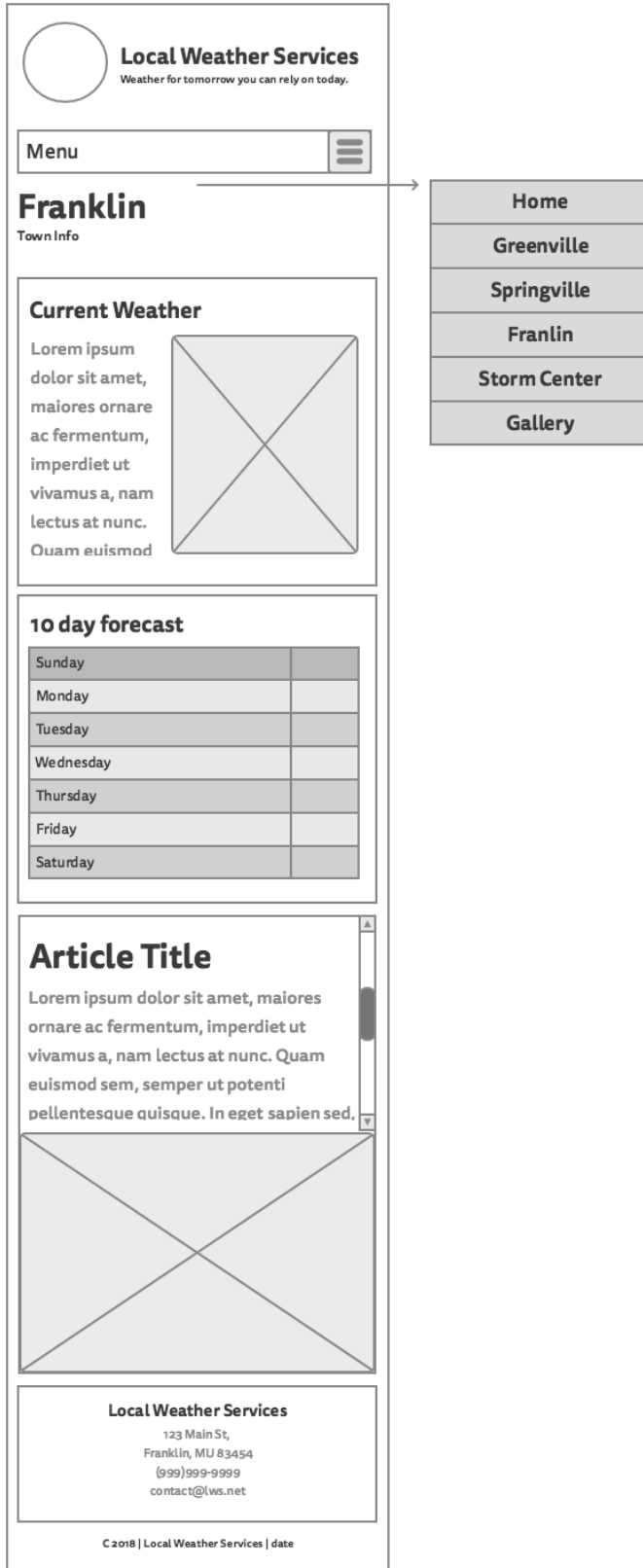
Neue Haas Grotesk (San Serif)

Main Text:

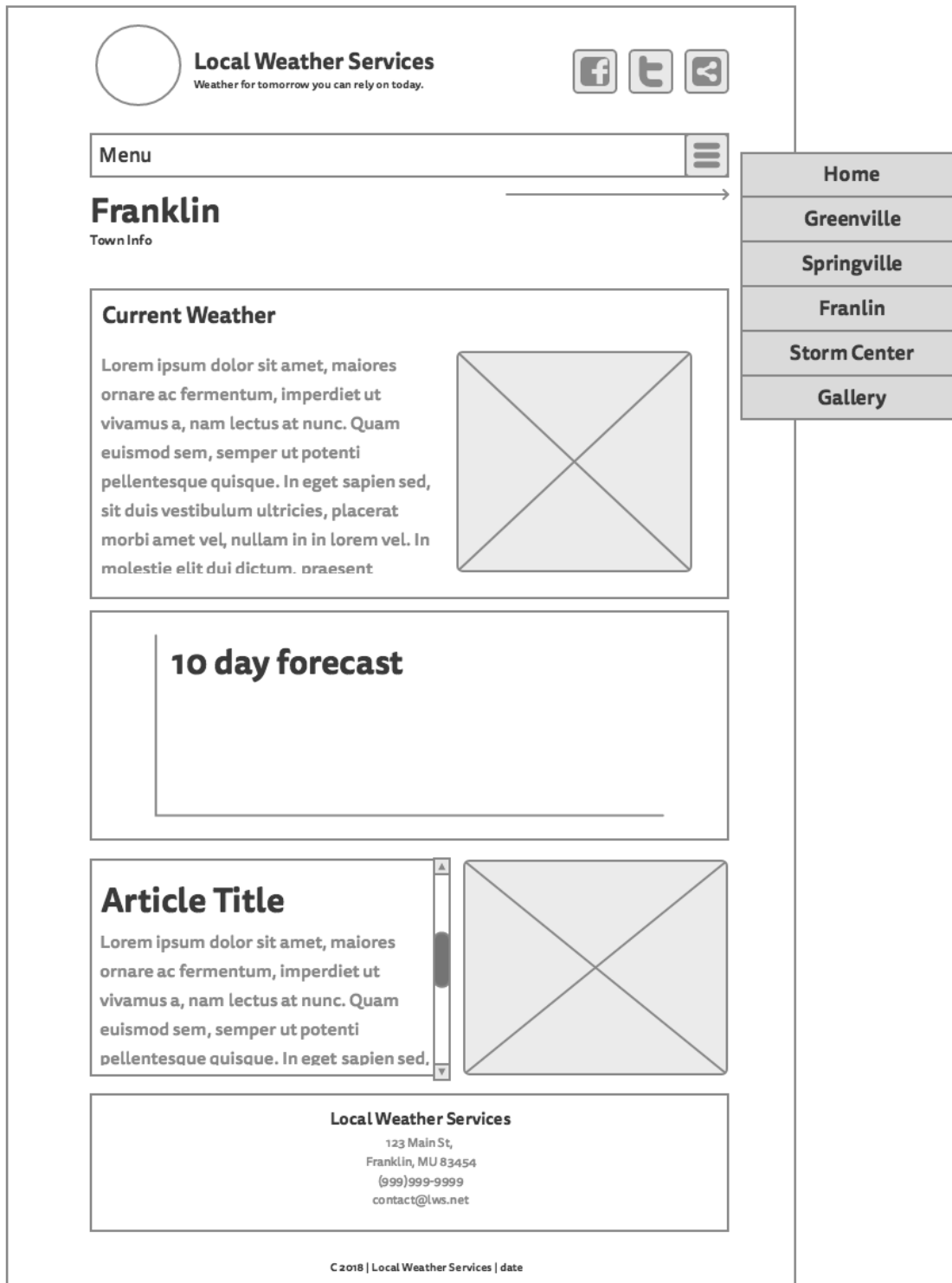
Stempel Garamond (Serif)

Wire-Frame Sketches

Small (Smart Phone)



Medium (Tablet)



Large (Desktop)

