

# Website Planning Document

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3 January 2018

## Website Name:

Accurate Weather.

Motto: “*Accurate weather equals accurate results.*”

## Site Purpose:

The purpose of the website is to provide current and future weather conditions to the towns of Franklin, Springfield, and Greenville, so the target audience (see below) can achieve it’s desired results in it’s field of interest. Additionally, the site will also provide weather alerts, and news articles that are subject related to the target audience.

## Target Audience:

The site will mainly focus on three main groups of people. They are: farmers and gardeners, work and school commuters, sports and exercise enthusiasts.

### Farmers and Gardeners:

Generally, they are middle age/retired men and women who have invested interests in weather due to careers in agricultural production, or just enjoy the hobby of growing a garden. Weather forecasts play a major role in planting, watering, and fertilizer/pesticide application decisions. Timing is key when growing crops, or ornamentals around the house. Having accurate weather data will make those decisions precise. Large screen size considerations are essential for Farmers and Gardeners.

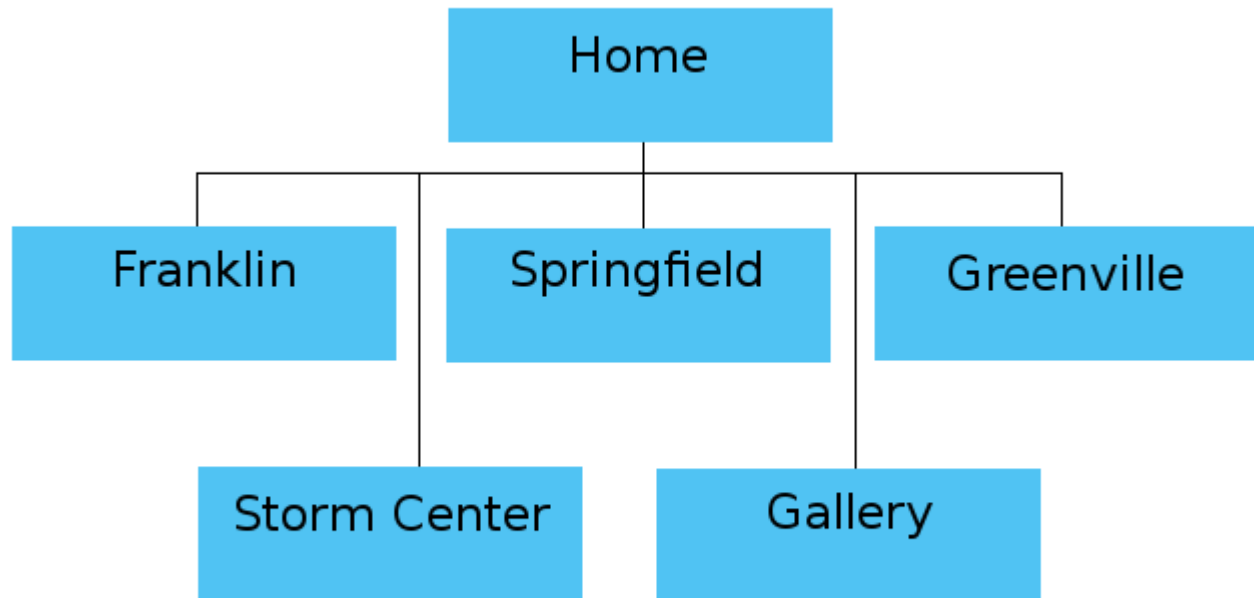
### Work and School Commuters:

Commuters are people of all ages and genders. They have one of the major interest in current weather conditions because driving practices change due to weather conditions. If rain is in the forecast, a commuter would need to know, so they can get up earlier in the morning, leave for work/school sooner than normal, drive slower on the roads in the rainy conditions, and still arrive safely on time, to the required destination. This audience group will have a variety of different device screen size requirements.

### Sports and Exercise Enthusiasts:

Sports fans are generally younger men who enjoy playing/watching the local sports team. While exercise enthusiasts are generally younger women that enjoy jogging, hiking, and bicycling. Both the subcategories mentioned above have similar interest in weather conditions and forecasts. Both need to know the weather conditions in order to plan effectively for the local game/exercise. This group will generally view the website on mobile device size screens.

## Site Map:



## Color Scheme:

The goal of the color scheme is to provide easy to read accurate information, while at the same time creating a delightful calm atmosphere for the site visitor. To achieve this, green and blue colors will be utilized as main colors, with yellow as an accent, and white for main city data and articles. The chart below provides more specific details on hexadecimal values, and the chart under typography lists specific locations.



### Typography:

The main font choices will be Liberation sans and Georgia. Liberation sans will be used for site title, navigation, and weather data. Liberation sans provides a clear and precise font that is easy to read. Georgia will be used for articles to add a little personality to the content.

Site header	Liberation sans	32px	#56dee3	Sample
Primary navigation	Liberation sans	20px	#01ae01	Sample
Footer	Liberation sans	12px	#01ae01	Sample
Heading 1 (h1)	Liberation sans	24px	#000000	Sample
Heading 2 (h2)	Liberation sans	22px	#000000	Sample
Heading 3 (h3)	Liberation sans	18px	#000000	Sample
Paragraph text (p)	Georgia	16px	#000000	Sample
List text (ul, ol, li)	Liberation sans	16px	#000000	Sample
Navigation text, visited	Liberation sans	20px	#ffff00	Sample

Wire-frame Sketch, Small:

iPhone - (640 pixel wide X 960 pixel high): Example - iPhone 4S actual size

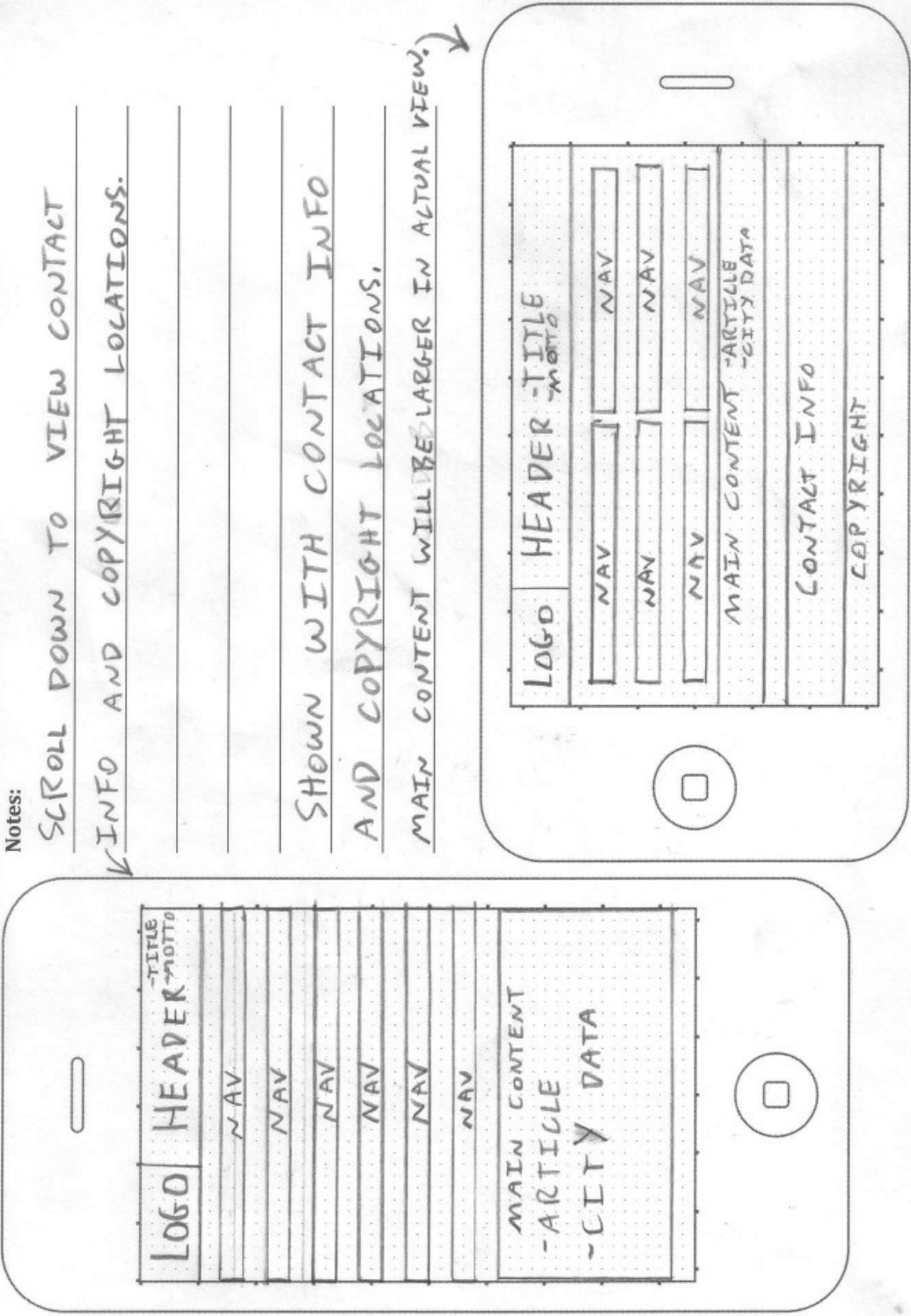
Notes:

SCROLL DOWN TO VIEW CONTACT

INFO AND COPYRIGHT LOCATIONS.

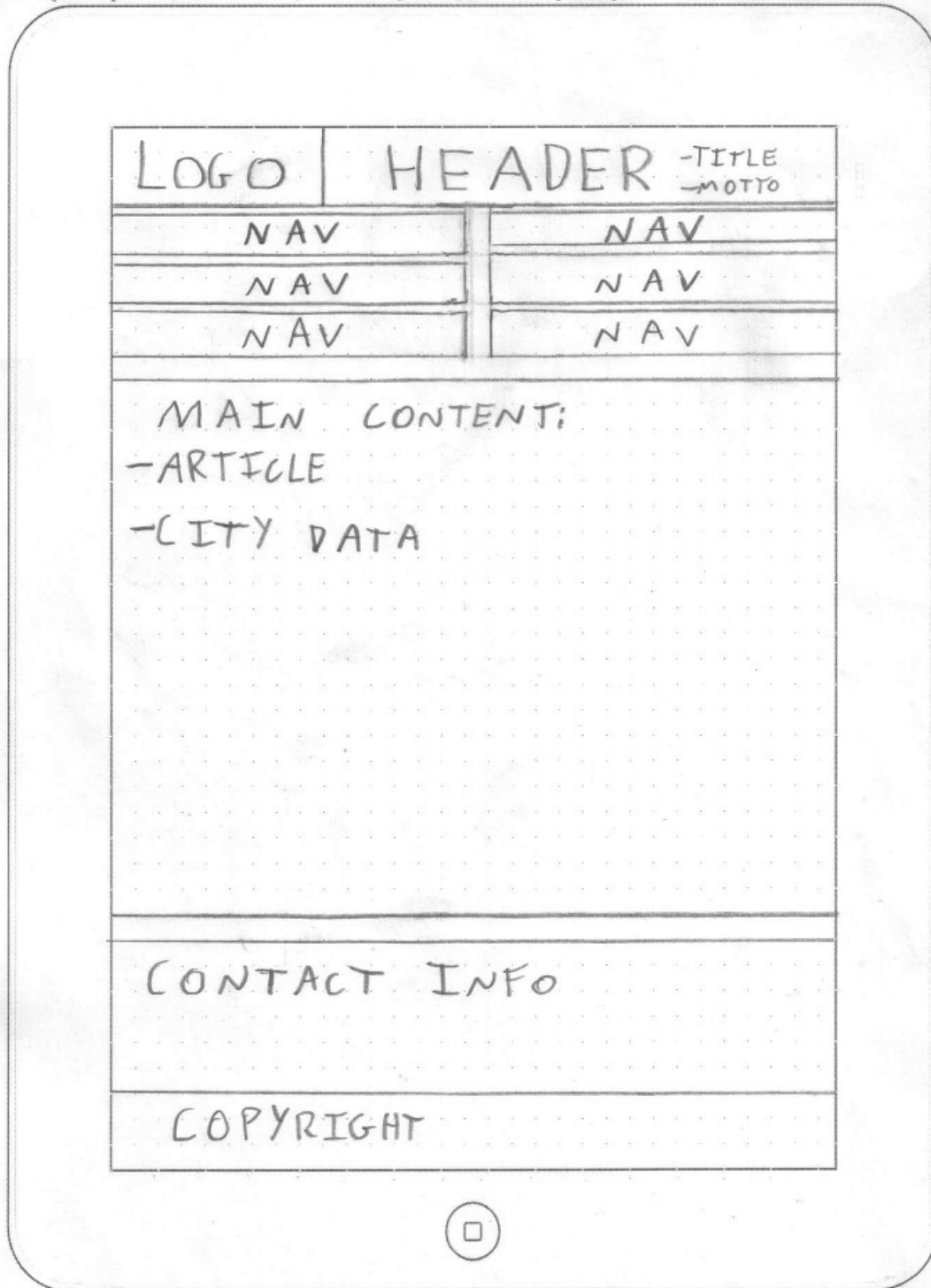
SHOWN WITH CONTACT INFO  
AND COPYRIGHT LOCATIONS.

MAIN CONTENT WILL BE LARGER IN ACTUAL VIEW.



## Wire-frame Sketch, Medium:

IPad - (1536 pixels wide X 2048 pixels tall @ 264 ppi): Example - Ipad 3



## Wire-frame Sketch, Large:

**Browser Window** – (1024 pixels wide X 1200 pixels tall) *For typical desktop or laptop browsers*

