

# Weathertrac Site Plan

## Site Purpose

The purpose of this website: Weathertrac.com is to give accurate and timely weather information for a number of different locations. Visitors to the website should be able to use the weather information provided to plan their days, whether they are planning for their drive to work or for their weekend. One goal is to have the website's customer base increase by ten percent within the first year.

## Target Audience

The target audiences for this website are people on the go. They are busy, career and/ or family-oriented people who work hard, but also enjoy their leisure time. They are working age people from 25 to 60 years old. They are single or married, with or without children. They would typically access the website on their mobile devices: phones or tablets, but also occasionally on their home computers. They like to know the weather forecast for the week and/ or weekend so they can plan their activities.

## Site Map

## Weathertrac Site Map



## Color Scheme



Primary: #39A665 – heading (h1)

Secondary: #114A68 – heading (h2, h3)

Accent: #B7EB70 – header background, footer background

Accent: #CFF39D – header navigation text, footer text

Accent: #000000 – paragraph text

## Typography

The primary text fonts are Cambria and Khmer UI.

Heading (h1) – Cambria, #39A665

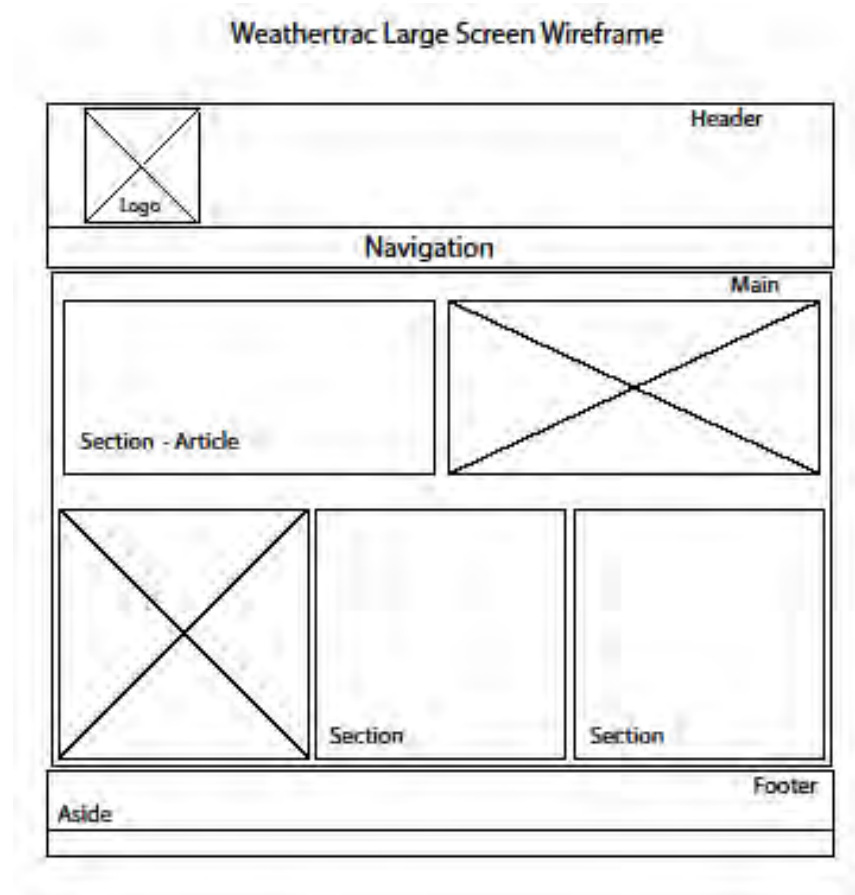
Header navigation – Cambria, #CFF39D

Heading (h2, h3) – Cambria, #114A68

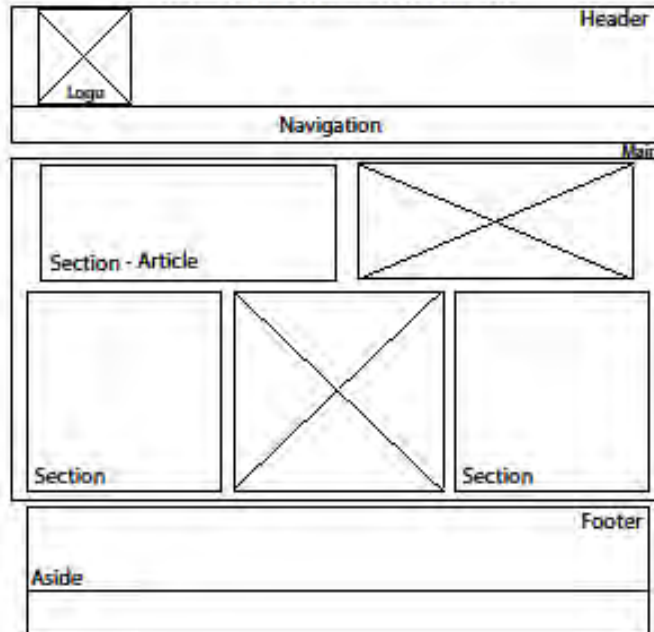
Paragraph text – Khmer UI, #000000

Footer text – Cambria, #CFF39D

## Wireframes



Weathertrac Medium Wireframe



Weathertrac Small Wireframe

