Website Planning Document

East Tennessee Accurate Weather (ETA Weather)
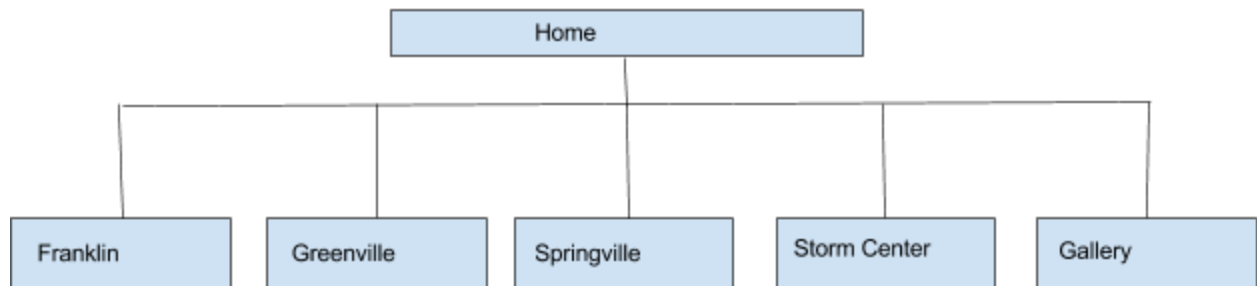
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Site Purpose:

ETA Weather provides weather conditions and relevant town information for the three East Tennessee cities of Franklin, Greenville, and Springville. The weather information provided includes current weather and temperatures, daily forecast, and extended 10-day forecast. Relevant weather stories and specific town information is also provided as value added content. This can include school and business closings due to inclement weather, as well as planned or emergency road closings. Community calendar and events are provided with a purpose of being a one-stop snapshot of the community weather and events that may be of interest or effect to each person.

Target Audience:

The target audience is townspeople of the three cities mentioned above, as well as outlying and closely related counties. Audience is primarily 14 years of age and older, with some technical skill in computer, tablet, or smartphone use. Audience is looking for instant weather information to plan daily activities and attire as well as looking for any related information such as school or business closings, road or traffic conditions, as well as other relevant information such as community events and calendars.

Site Map:

Color Scheme:

Title in orange (correlates with University of Tennessee color)
Headings in navy blue
Sub headings in dusty blue
Background color for featured article/container boxes in the fog blue
Buttons and navigation in Red with occasional borders as well (calendar events?)

Typography:

Libre Baskerville Bold

Main Title and article titles.

Roboto light

for text in articles, navigation, buttons.

Wireframe Sketches:

Android Phone – Small Size (320 pixel wide X 480 pixel high): Example – *Motorola XPRT*

Notes:

Simplified Menu   Long view
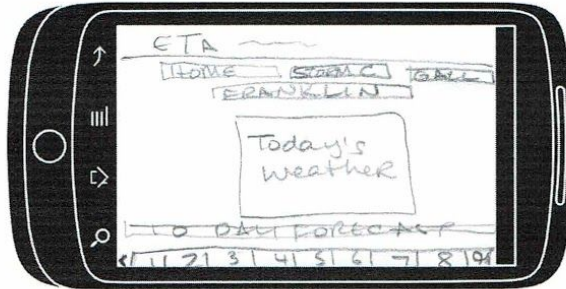   Home   or Home, St, Gal.
Today's weather Main image
    10 day forecast w/ slider)
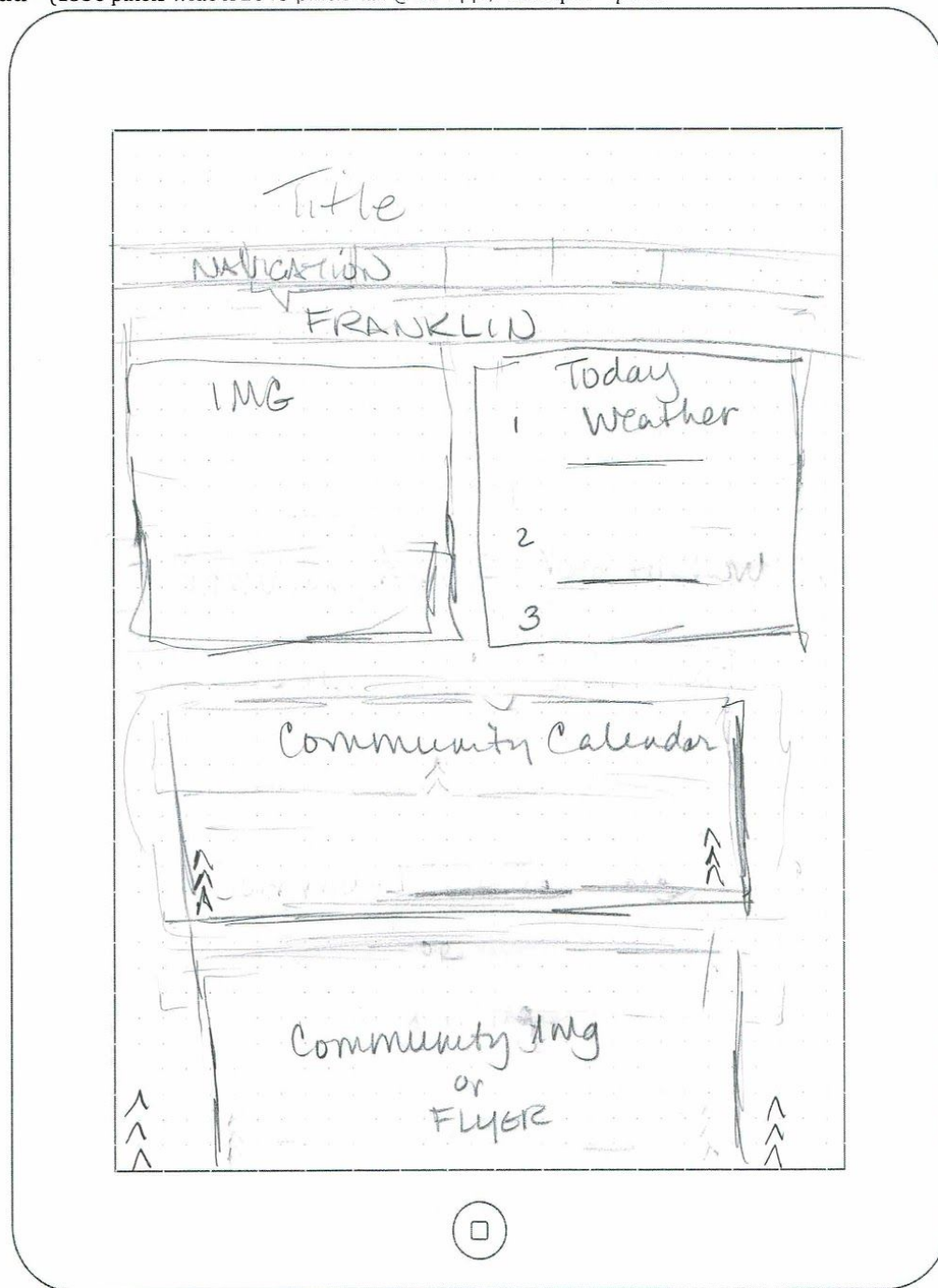Images & community
Articles/ calendar accessed
    by scroll.
Footer   (repeat Nav?)

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

Title

NAVIGATION

FRANKLIN

IMG

Today Weather

1

2

3

Community Calendar

Community IMG
or
FLYER

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