

# Website Planning Document

TruPoint™ Weather  
Author: Derek M. Munson



## Site Purpose

The purpose of this site is to provide the most accurate weather forecasting possible for Clark County, Ohio, which contains the major cities of Franklin, Springfield, and Greenville.

Using well-designed and easy-to-navigate interfaces, users will be able to see weather for the three cities at a glance, or delve deeper into each city's projected forecast, including showing more detailed weather stats like 10-Day forecasts and weather-related news items that are specific to each city.

In addition to the functionality for each city, there will be a general StormCenter page that will cover any incoming or current storms threatening Clark County, as well as a Gallery page that will show off some of the great user-submitted photos we receive.

## Target Audience

The general audience is all 37,853 residents of Clark County, Ohio, but with a specific focus on the residents within the cities of Franklin (pop. 18,872), Springfield (pop. 9,027), and Greenville (pop. 9,954). Among these residents, our two most active age groups are likely 25 - 34 year olds and 55 - 64 year olds.

Our primary user base can be broken down into a few main personas:

**Soccer Mom:** females from the 25 - 34 year old demographic, uses the site to help plan her family's outdoor activities for the week ahead, she always has an eye on the 10-Day forecast, has a high school education, clean, simple design that can be ingested at a glance is preferred, as she is busy, primarily visits the tablet version of the site on her iPad.

**Young Adventurer:** younger men and women in the 25 - 34 year old demographic, looking to take advantage of the great water sports and hiking/climbing activities Clark County has to offer, may use the forecast to plan outdoor dates with significant others, has a minimum of high school education, but most will also have junior college or university education, is very concerned with aesthetics and wants to visit sites that grab them visually, primarily visits using their iPhone X.

**BBQ Bill:** older men in 55 - 64 year old demographic, rely on our forecasts to plan family gatherings with their children and grandchildren, are always looking to enjoy the new deck they had built last summer through outdoor activities like barbequeing and lawn games, especially grumpy when the forecast is wrong, is often retirement age and beginning to enjoy the fruits of many years of labor, primarily visits the site on their desktop computer only.

## Site Map

Because of the relatively concise info we're planning to present, there isn't a need for many superfluous pages, we can boil it down to six main parent-level menu items:



# Color Scheme

When you think of the times that the weather is making you happiest, it's probably late spring or early summer. And what do you visualize when outdoors during that time of year? Probably blue skies overhead and green grass under foot. We want our users to be happy when they use our site, and that's why our brand palette reflects those visual "good weather" identifiers.

Clear Skies Blue  
Hex: #1E5269  
RGB: 30/82/105

Grass Green  
Hex: #8DC63F  
RGB: 141/198/63

Sunrise Yellow  
Hex: #FEC340  
RGB: 254/195/64

The primary color in this scheme is Clear Skies Blue, which will anchor the design and help to promote trust and stability through the effects of color psychology. The secondary colors are Grass Green and Sunrise Yellow, which are to be use more sparingly.

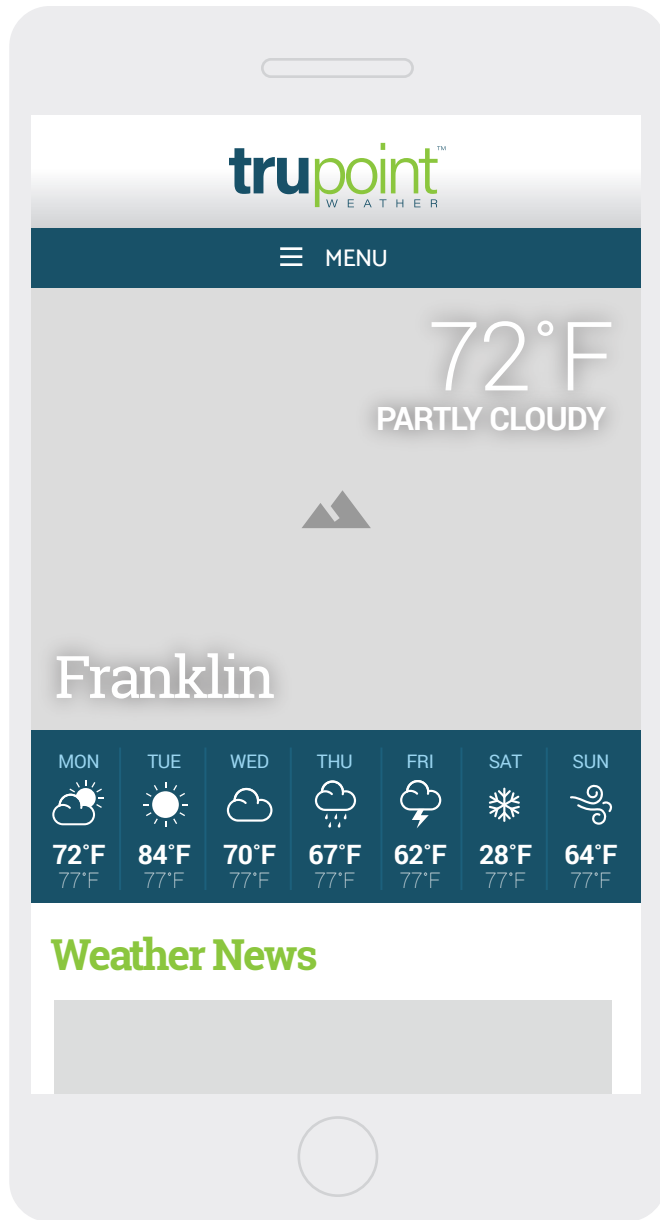
# Typography

The primary headline fonts are in Roboto Slab Bold, numerics are in Roboto, and the navigation and body copy is in Catamaran.

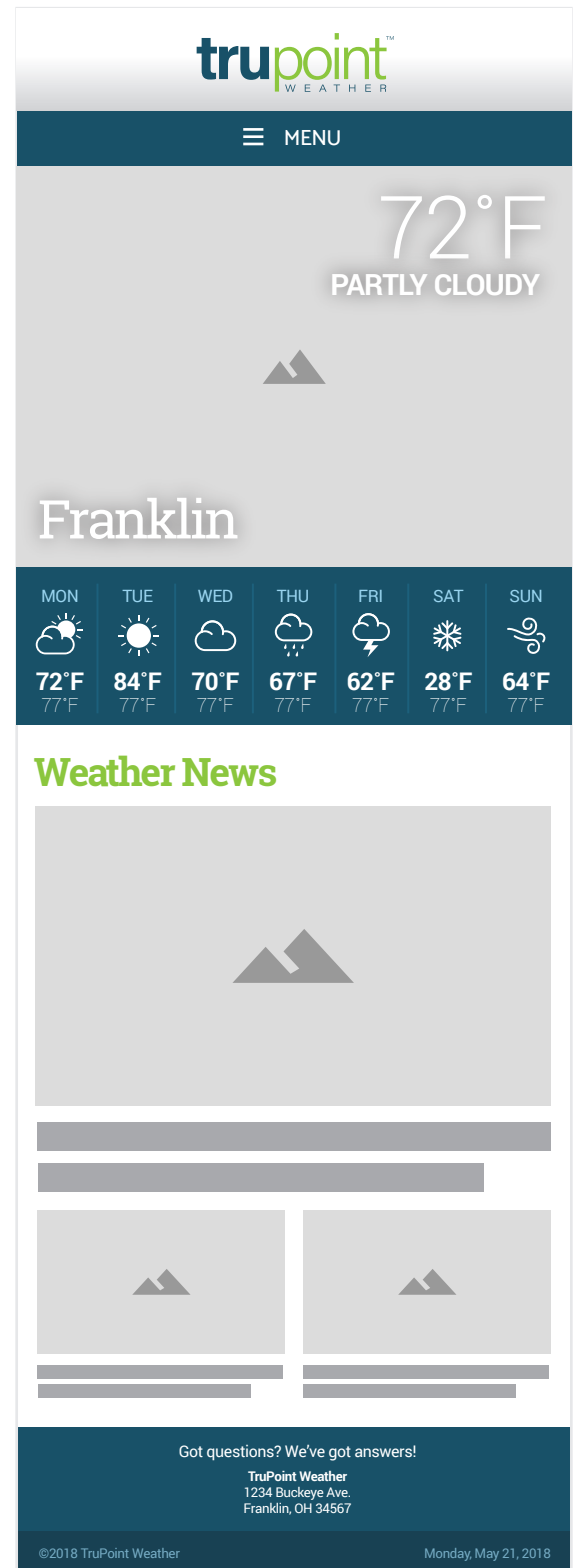
HEADING 1 (H1)	ROBOTO SLAB BOLD	48PX	Sample
HEADING 2 (H2)	ROBOTO SLAB BOLD	36PX	Sample
HEADING 3 (H3)	ROBOTO SLAB REGULAR	28PX	Sample
HEADING 4 (H4)	ROBOTO SLAB REGULAR	22PX	Sample
HEADING 5 (H5)	ROBOTO SLAB REGULAR	18PX	Sample
PRIMARY NAVIGATION	ROBOTO MEDIUM	18PX	Sample
BODY COPY	CATAMARAN REGULAR	14PX	Sample
FEATURED NUMERICS	ROBOTO LIGHT	36PX	Sample
TABULAR NUMERICS	ROBOTO BOLD	14PX	Sample

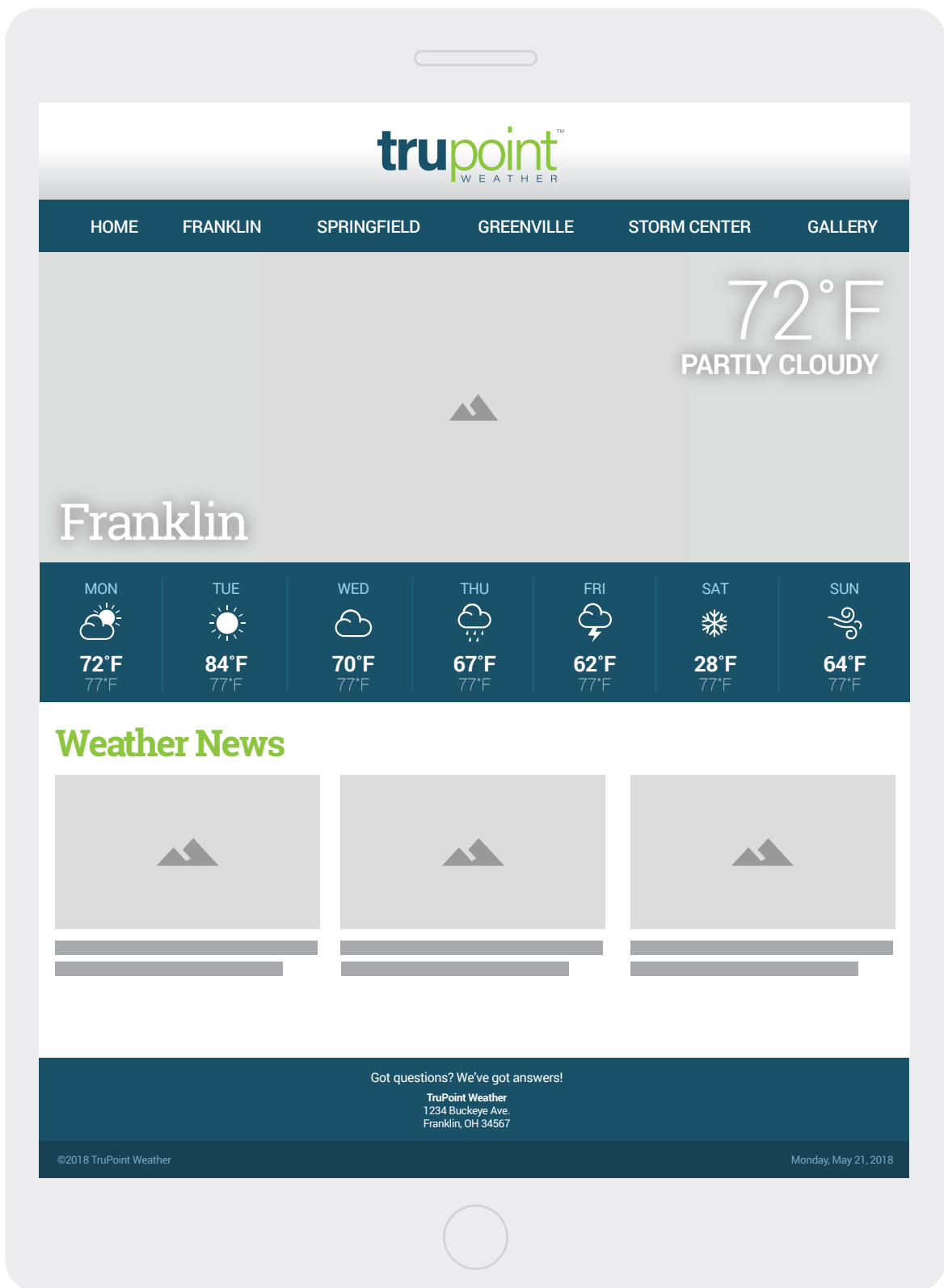
# Wireframing

It goes without saying that in today's world, any new website being built needs to be responsive to various devices and screen sizes. Our website is no exception. On the following pages are wireframes that show a rough sketch of our intended layout of the individual city pages on various device types: smartphone, tablet, and desktop computer.

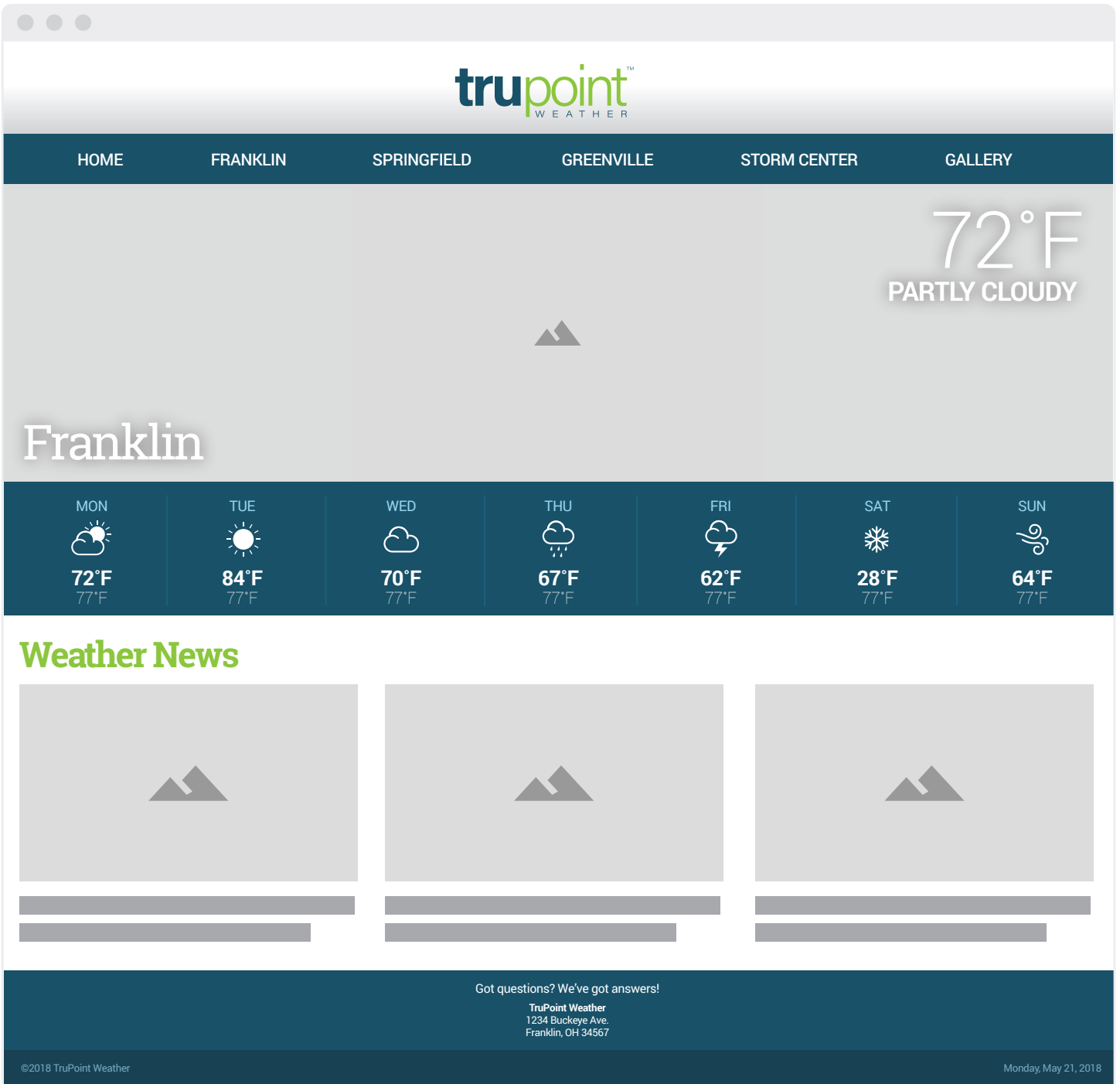


Mobile View





Tablet View



Desktop View