Website Planning Document
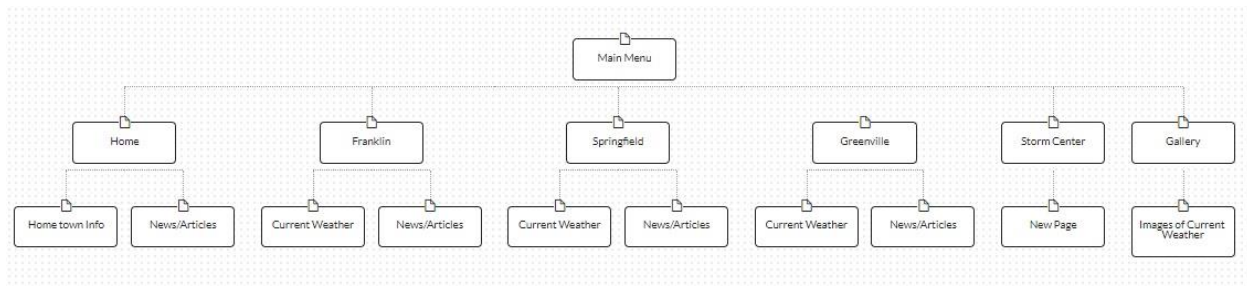
Ahead of the Storm

Author: Jorge Alvarez

Site Purpose

      The purpose of this website is to stay up to date on the weather at Home and the surrounding locales. Combined with stories about weather events, it will help visitors to stay ahead of the storm.

Target Audience

      Visitors to this website will primarily be those of the local community who want to be able to plan their days giving them back control and predictability. They will form an online community with a focus on sharing their stories and experiences with mother nature.

Site Map

Color Scheme

BLUE Represents trust, security, stability, peace & calmness.

Often used in businesses and banks to create sense of security & trust in the brand. Blue is the No.1 preferred color by both men & women.

Oral-B AMERICAN EXPRESS GE DELL

RED Represents passion, energy, urgency, excitement, vibrancy & danger.

Often used to create urgency for people to buy. Effective in triggering strong emotional reactions. Restaurants use it to stimulate appetite.

Target K Heinz RED ROBIN H&M Coca-Cola

GRAY Represents neutral, simplicity, calm, futuristic & logic.

It lacks emotion and is associated with technology, industry, precision, control, competence and even sophistication.

Apple Mercedes BOSCH TESLA

PINK Represents feminine, sweetness, innocence, fertility & romance.

Often used to market services and products to women and young girls.

PINK VICTORIA'S SECRET Barbie Lyft T

BLACK Represents power, luxury, sophistication & elegance.

Often used to market luxury brands to evoke professionalism, strength & precision.

CHANEL ROLLS ROYCE UNDER ARMOUR L'ORÉAL PARIS

PURPLE Represents royalty, wealth, success & wisdom.

Often used in beauty or anti-aging products. Purple has a soothing and calming effect on people.

Crown Royal QATAR THAI Cadbury

Typography

The primary text fonts are Georgia, and Segoe UI (stacked in that order).

Site header	Georgia	40px	#aa8439	Sample
Primary Navigation	Georgia	30px	#d4c26a	Sample
Footer Navigation	Georgia	20px	#d49a6a	Sample
Heading 1 (h1)	Georgia	30px	#aa8439a	Sample
Heading 2 (h2)	Georgia	25px	#aa8439a	Sample
Heading 3 (h3)	Georgia	20px	#aa8439a	Sample
Paragraph text (p)	Segoe UI	16px	#000000	Sample

Wire Frame Sketches