

Website Planning Document

The Weather Map

Site Purpose:

The purpose of this site is for people to check the current climate of certain cities and also see relevant information about the city.

The main page will contain a history of the current climate accompanied with the corresponding image and information about the city. These images will help clients get a better idea of the weather.

The content of the site can be seen on all kinds of devices (large screen, medium and small) which would expand the audience.

Target Audience:

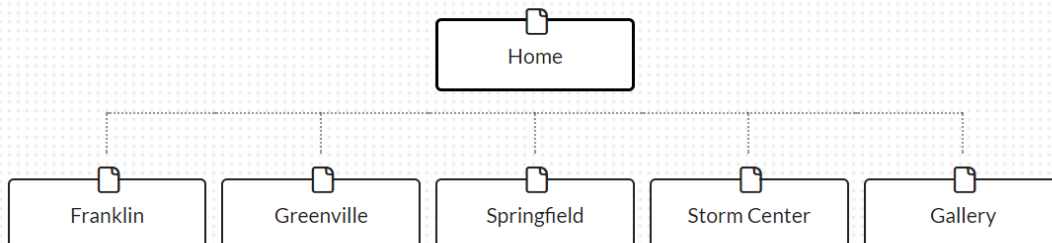
The target audience for this website would be:

Residents would be the main audience. Generally, people schedule their day, work activities, family activities, and even their attire according to the weather.

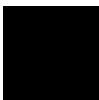
Business Owners. Especially the people who are dedicated to agriculture. Having a good knowledge of the climate would help decision making within your business.

Travelers: This site would be of great help to this type of person, since the climate has a great influence on the what they will do when planning a trip.

Site Map:



Color Scheme:

#000000  * Text / header background

#999999 

#ffffff *Background / Navigation text

#eaeefa 

#6dd0f7  * Navigation background / buttons

At the moment, I have only defined the colors in a general way. I also left two additional colors which, if necessary, I will use on different elements

Typography:

Site Header	Arial	40px	#000000	Sample
Primary Navigation	Arial	30px	#6dd0f7	Sample
Heading 1 (h1)	Arial	30px	#000000	Sample
Heading 2 (h2)	Arial	25px	#000000	Sample

Heading 3 (h3)	Arial	20px	#000000	Sample
Paragraph text (p)	Arial Narrow	16px	#000000	Sample
Footer Navegation	Arial Narrow	20px	#6dd0f7	Sample

