

Website Planning Document

WEatherEK

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Site Purpose

WEatherEK is more than a weather webpage, our commitment is with all those who loves being informed, for that reason our principal goal is to provide specific and simple weather information for all those users who need this important information in the cities we are in.

We also want to satisfy all those who search current weather information and all those who wants the most exact prediction for the following days.

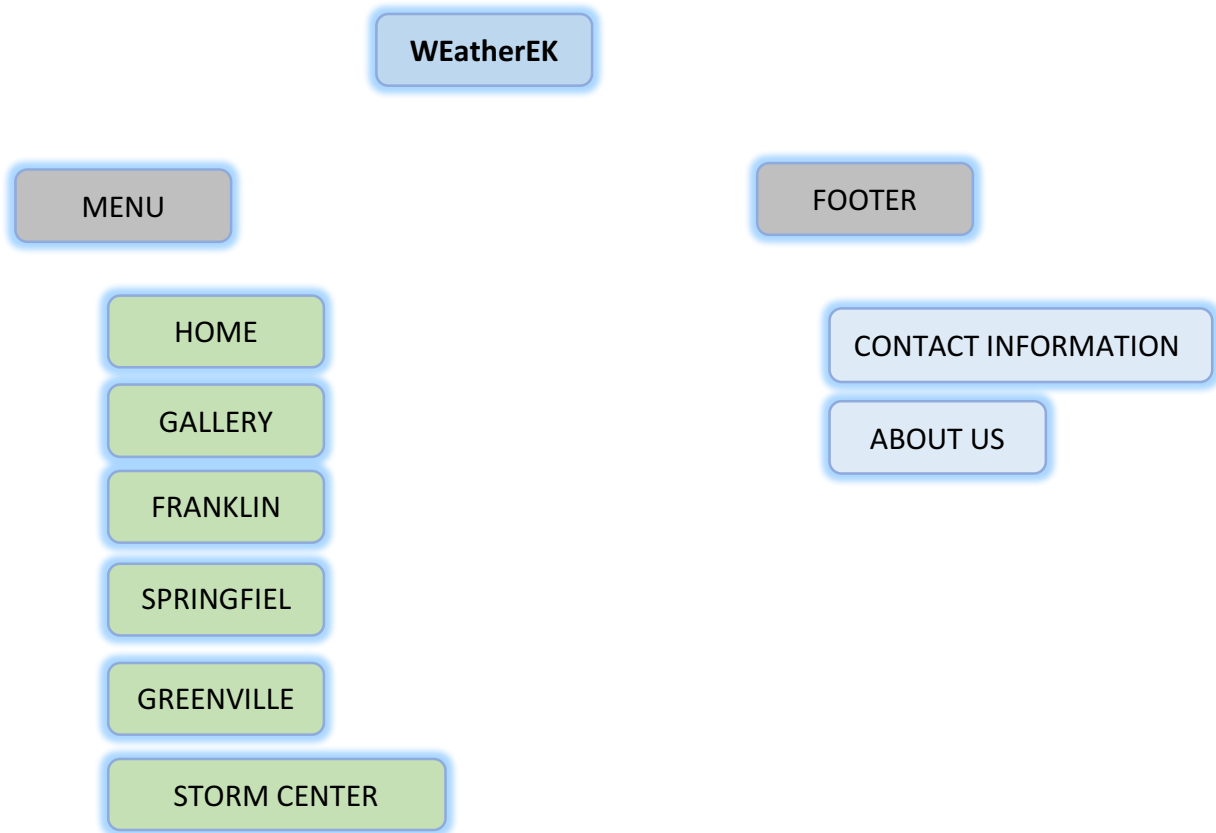
Target Audience

We have considered all the users of weather resources, even though we found grouped in two larger groups:



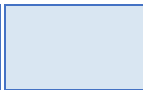
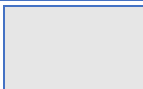
In the first group are all those busy people who wants this value information as quickly as they can, but only for short times, it means that they usually search information for the current day, this group also included young people and professionals, the principal device they use to access this information is a smartphone.

The other group is as big as the other group, but what they have in common is that the information required is not for the day where the consult is made, and the smartphone is still the principle device but they also use their computers.

Site Map



Color Scheme

50%		#4080bf
40%		#d9e6f2
90%		#d9e6f2
90%		#e6e6e6

Typography

Site Header	Ubuntu	25px	#4080bf
Primary Navigation	Ubuntu	25px	#d9e6f2
Footer	Ubuntu	20px	#d9e6f2
Headings	Ubuntu	25px	#d9e6f2
Paragraphs	Ubuntu	18px	#d9e6f2