Website planning document

The Atlantic Today

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Site Purpose

To forecast the local weather for 3 major cities of the east coast US as well as well as any potential storms on the way. There is also a story that will be regularly updated for returning users to feel the need to continue visiting the site.

Target Audience

To forecast the local weather for 3 major cities of the east coast US as well as well as any potential storms on the way. The audience will consist of primarily adults, but of equal amounts of locals (given the regularly updated stories) and tourists just watching the weather.

Site Map

Home page will be the root of the website and the navigation buttons will each go down 1 child page – therefor all pages are children of the home page and siblings to each other.
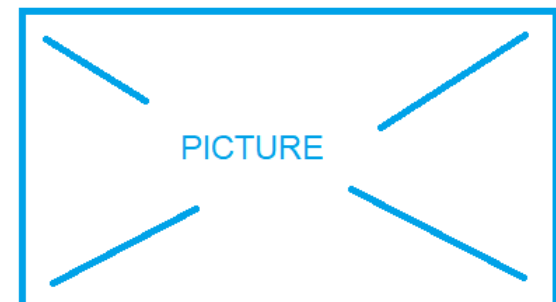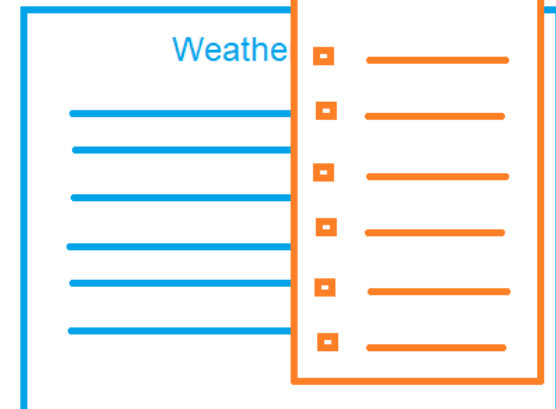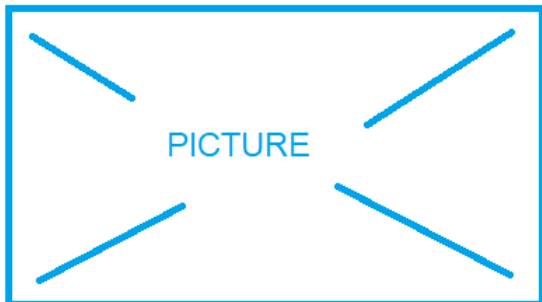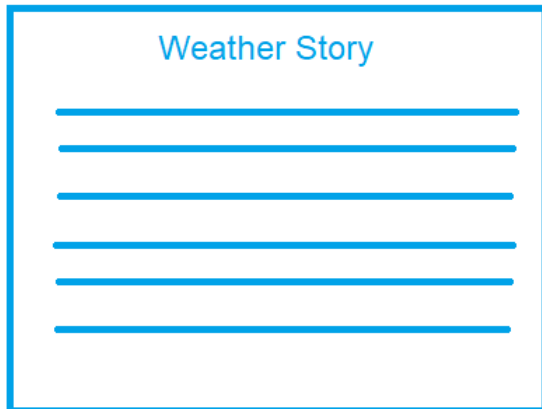
Color Scheme

The main color will be a dark blue with yellow in certain key places as accents. Text will be mostly black on a white background. Links and navigation buttons will be orange and yellow (when highlighted).

Typography

The Font set will be Arial then Helvetica then some sans-serif. All elements will align themselves on the left and right borders causing the page to be centered. Mobile version has the navigation buttons in a corner menu, while wide displays move the picture next to the text, keeping things aligned.

Wire-Frame Sketches

Mobile

THE ATLANTIC TODAY

Weather Story

PICTURE

Footer

THE ATLAN

Navigation Links

Weathe

PICTURE

Footer

Regular

THE ATLANTIC TODAY

Home   Franklin   Greenville   Springfiled   Storm center   Gallery

Weather Story

Picture

Footer

Wide

THE ATLANTIC TODAY

Home   Franklin   Greenville   Springfiled   Storm center   Gallery

Weather Story

Picture

Footer