Website Planning Document

Precise Skies – Local Weather

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Site Purpose

The purpose of the website is to allow visitors to quickly and efficiently find the weather-related information they are looking for.

The site should be easy to navigate by both location and time frame. Time frames should include current weather conditions, future weather conditions, past weather conditions, and average weather conditions. Locations include Franklin, Springfield, and Greenville.

The site should also include stories and/or external links to important weather conditions on a national and global level as many visitors may be looking for information on such stories and how it could affect them.
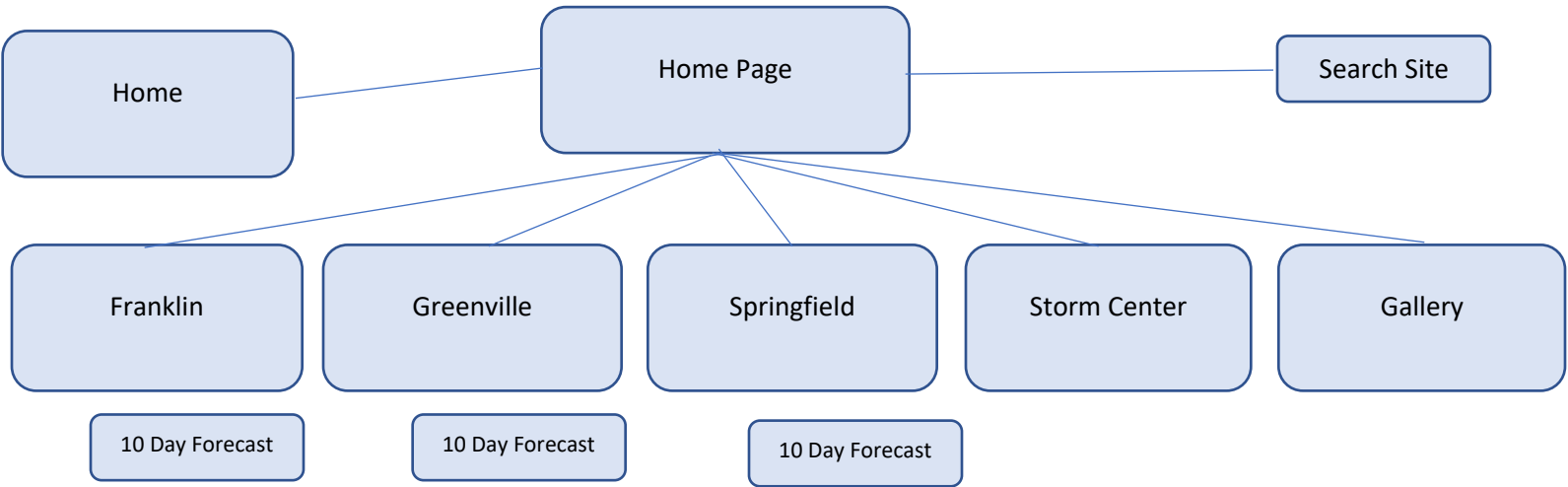
The site should also be social media friendly as to boost the popularity of the web page and allow visitors to share pages they found useful with their social network.

Target Audience
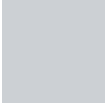
The target audience will include people living in, visiting, or passing through the cities of Franklin, Springfield, and Greenville interested in weather conditions. It is assumed that these will be people of all ages and backgrounds using both mobile and desktop devices. The target audience could be divided into four categories:

1. Those interested in finding current weather conditions in a particular area
2. Those interested in finding upcoming weather conditions in a particular area
3. Those interested in finding average and/or seasonal weather conditions
4. Those interested in weather stories of particular interest on a local, state, national, and global scale and their effects on the local area.

Site Map

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┌──────────┐            ┌──────────────┐                              ┌──────────────┐
│   Home   │────────────│  Home Page   │──────────────────────────────│  Search Site │
└──────────┘            └──────────────┘                              └──────────────┘

┌──────────┐  ┌──────────────┐  ┌──────────────┐  ┌──────────────┐  ┌──────────────┐
│ Franklin │  │  Greenville  │  │  Springfield │  │ Storm Center │  │   Gallery    │
└──────────┘  └──────────────┘  └──────────────┘  └──────────────┘  └──────────────┘

┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│ 10 Day Forecast │ │ 10 Day Forecast │ │ 10 Day Forecast │
└──────────────┘   └──────────────┘   └──────────────┘
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Color Scheme

Color	Hex	RGB	Use
	[#000633](#000633)	(0,6,51)	Paragraph Font, Dividing Lines
	[#060049](#060049)	(6,0,73)	Header and Footer Background, Title Fonts in Body
	[#05007c](#05007c)	(5,0,124)	For special highlights, markers, borders, etc. (To be used sparingly)
	[#5b6770](#5b6770)	(91,103,112)	Shadows
	[#969ea4](#969ea4)	(150,158,164)	Article Backgrounds
	[#ccd0d4](#ccd0d4)	(204,208,212)	Body Background, Header and Footer Fonts

Typography

1. ## Agency FB Bold, **Aharoni**, **Arial Black**
   This group of typefaces will be used for titles and headings (Site Header: 40px, h1:30px, h2:25px, h3:20px). Only one font will be used, as chosen by browser.
2. Abadi Extra Lite, Dotum, Arial Nova Lite
   This group of typefaces will be used for normal paragraphs (16px) and footer information (12px). Only one font will be used, as chosen by browser.

Wire-Frame Sketches

Medium Device

Logo

Title/Motto

Search Bar

Menu →

City Name

Daily/Current Weather

← 10 Day Forecast

Related Articles

Footer

Mobile

Logo

Title/Motto

Menu

City Name

Daily/Current Weather

10 Day Forecast

Footer