

# Website Planning Document

CumulusWatch.com

## Site Purpose

The purpose of this site is to provide quick, accurate weather information for the cities of Franklin, Greenville, Springfield, and their local Storm Center, as well as photos of the surrounding area to give live views of the weather.

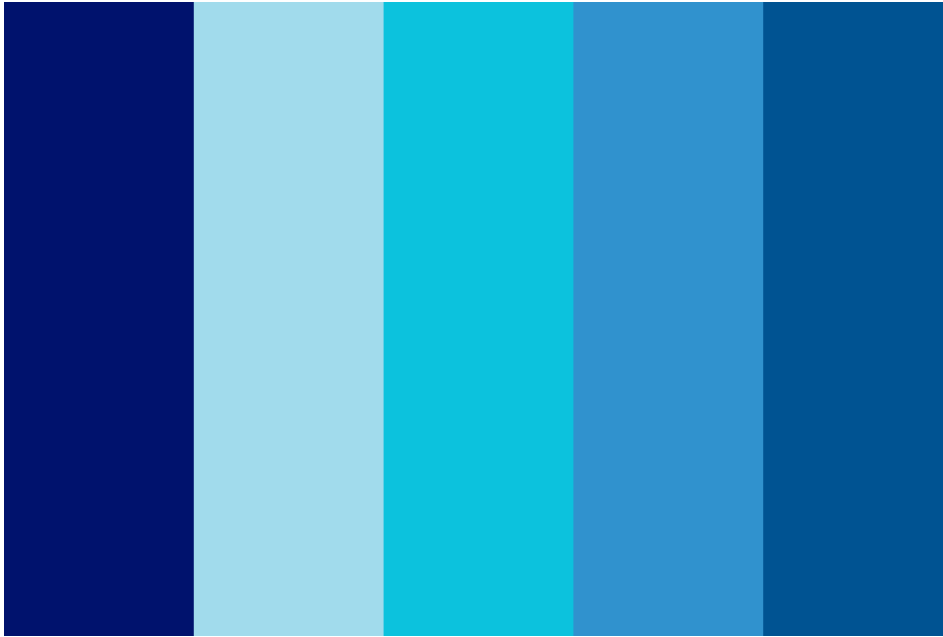
## Target Audience

The target audience for this website is the citizens of the different cities mentioned and for anyone that may be passing through the area.

## Site Map

- Franklin
  - Local Photos
  - Local Articles
- Greenville
  - Local Photos
  - Local Articles
- Springfield
  - Local Photos
  - Local Articles
- Storm Center
  - Conditions
  - Safety Procedures/Precautions
- Gallery
  - Link to the corresponding cities
- Terms of Use
  - Contact Me
  - About

## Color Theme/Palette



(<http://www.color-hex.com/color-palette/7651>)

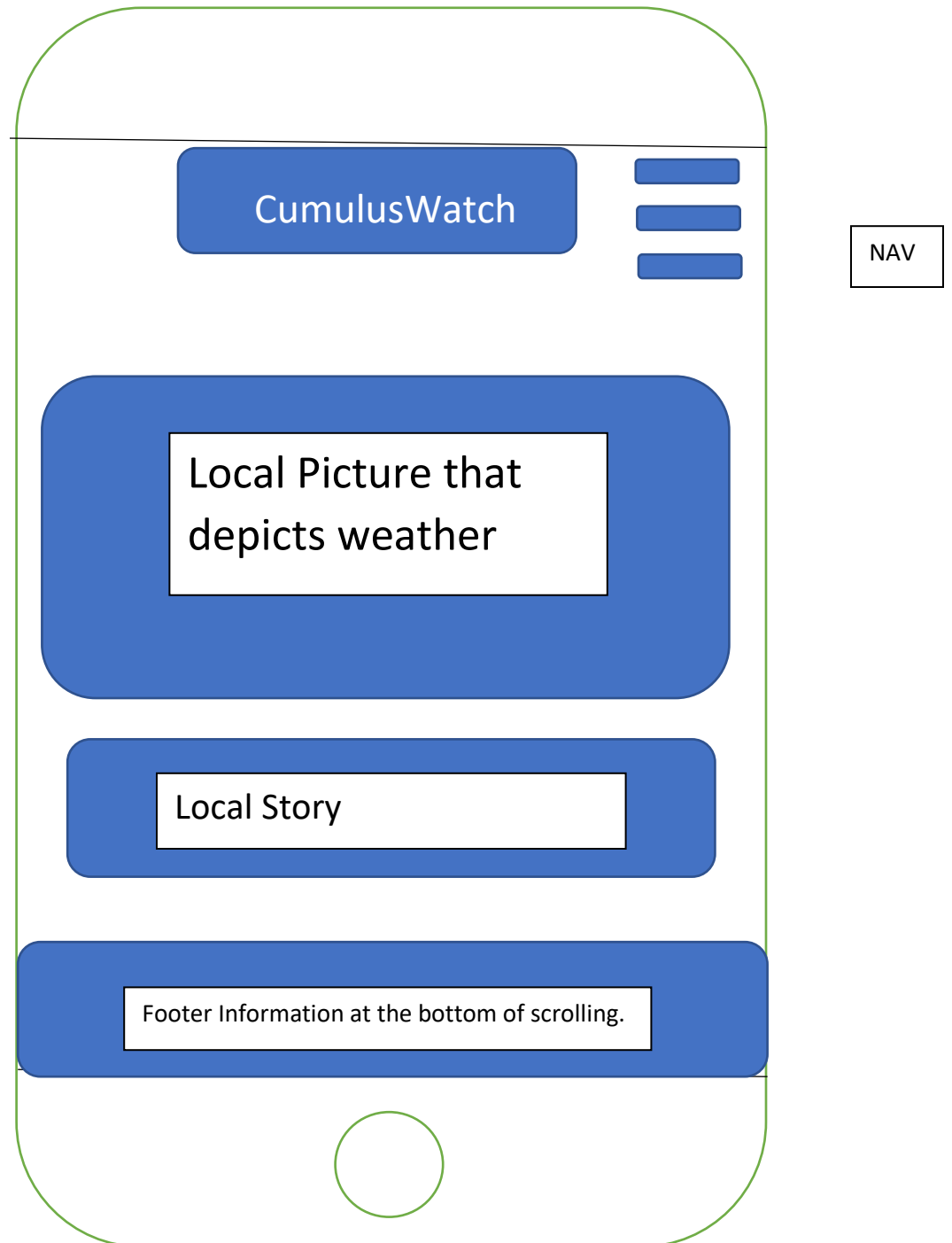
To reflect the site's purpose, shades of blue will be used. Navigation bar will have a lighter shade of blue. Backgrounds will have darker shades of blue with a box of white or another color on top. Header and footer will have a darker shade of blue. Some shades of grey will also be implemented, such as a:onhover for the nav bar.

## Typography

Typography will remain relatively the same. Arial, Helvetica and Times New Roman will be the main fonts used. The title may have a different font. There will be a comfortable amount of white space between lines for better viewing experience. Limited words per paragraph for smaller viewing sizes.

# Sketches

Small View



Medium View

Logo and Site Name



Local Image

Caption

Article

Article

Footer

Nav Bar on top with fixed element

Website Name and Logo

## Major News/ Severe Weather

If none, then show scrolling gallery  
for whole bar.

Image

Image of city reflecting the  
weather

City name

(Trust me, it'll look better in  
practice... hopefully.

News information!!

Image of city reflecting the  
weather

City name

News information!!

Image of city reflecting the  
weather

City name

News information!!

Footer