

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.
- Schools
- Activity coordinators
- Hikers/Bikers/Swimmers/Sports in general
- Anyone that may be passing through the area.

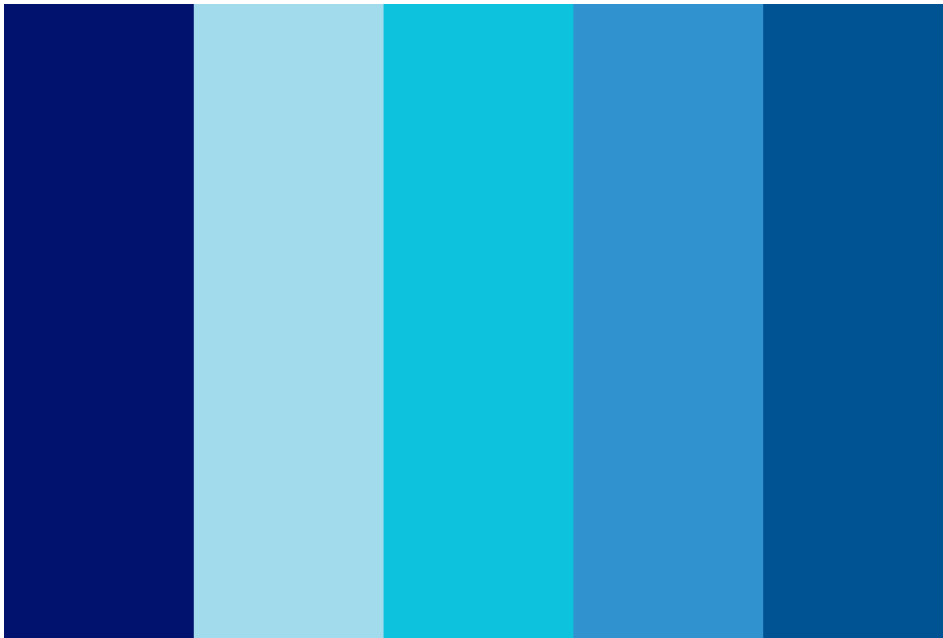
Site Map

Home Page:

- 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. Nav bar will have a: onhover attribute, turning grey when hovering over and the text will change to white or black. Background of the whole page (body) will reflect the weather of the city, changing from a sunny background, rainy, stormy, etc. Content will have darker shades of blue with a box of white or another color on top and then content text. Header and footer will have a darker shade of blue.

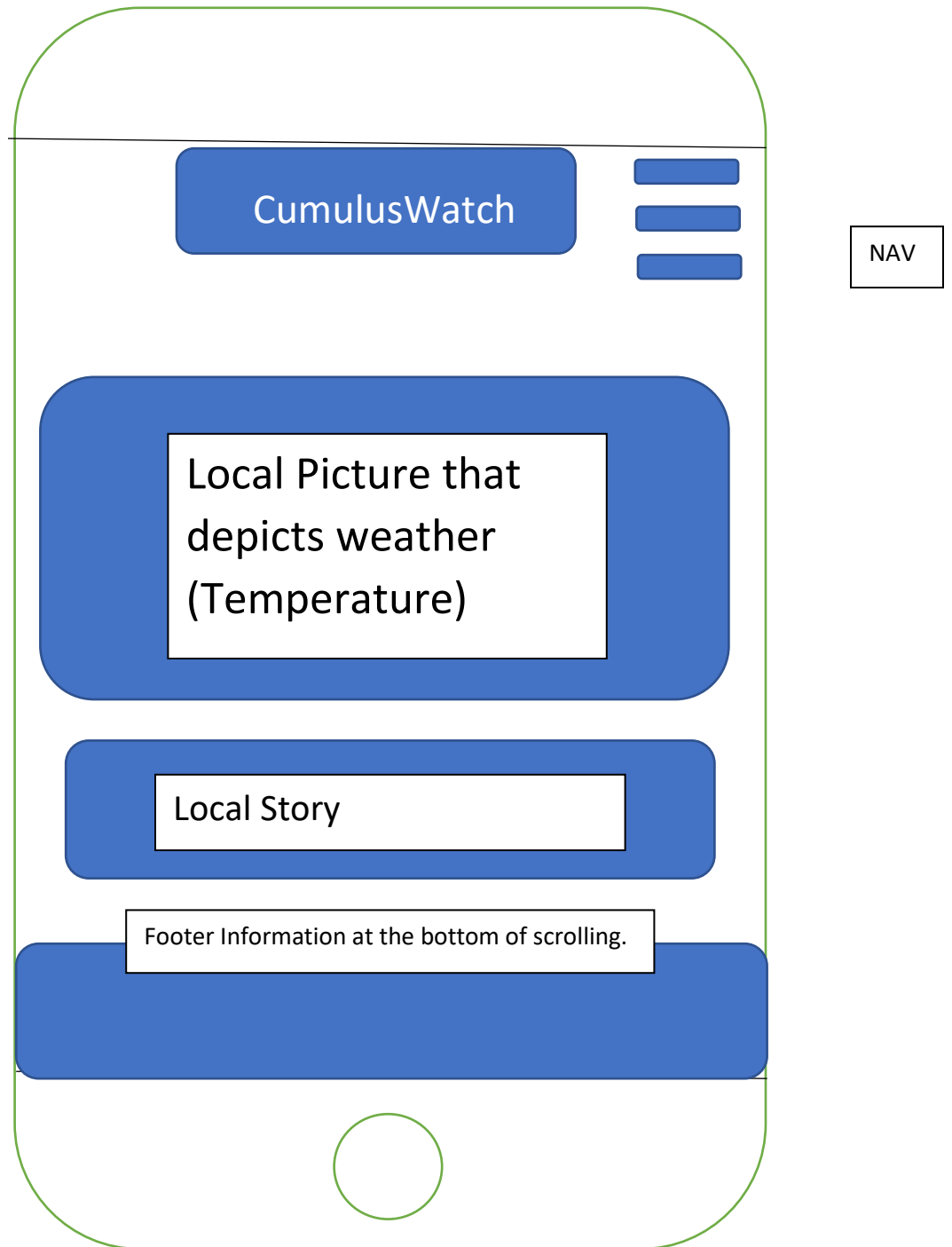
Typography

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. A larger size font may be used for convenient seeing. Depends on the UX of the font size. Limited words per paragraph will fit better in smaller view sizes. Footer will have smaller text to not distract the user.

Sketches

Small View



Medium View

Logo and Site Name



Local Image with temp.

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 with temperature

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