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.

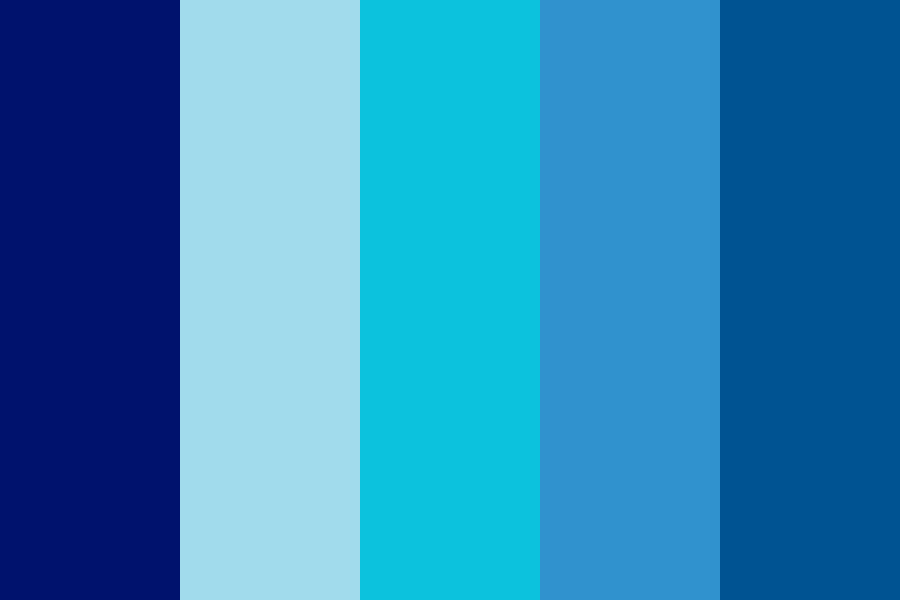
Target Audience

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

NAV

Local Story

Local Picture that depicts weather

Footer Information at the bottom of scrolling.

CumulusWatch

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

Image

If none, then show scrolling gallery for whole bar.

Image of city reflecting the weather

City name

News information!!

Image of city reflecting the weather

City name

News information!!

Image of city reflecting the weather

City name

News information!!

Footer

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