Weather Site Project

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2/3/2018

Week 4

Website Planning Document

Website Name: "Weather Facts"

Site Purpose: The purpose of this site is to give users an app that will help them to navigate quickly to the weather data that they need.

Target Audience: The target audience is anyone from a teenager to adult. The users would be those who are interested in going outside to work, play, exercise or run errands.

Young Girl: 16 looking to walk to the mall. Mobile Device. Supported by parents. High School.

Man 45: Works outside. Family Man. Mobile Device. $95,000 per year. Bachelors.

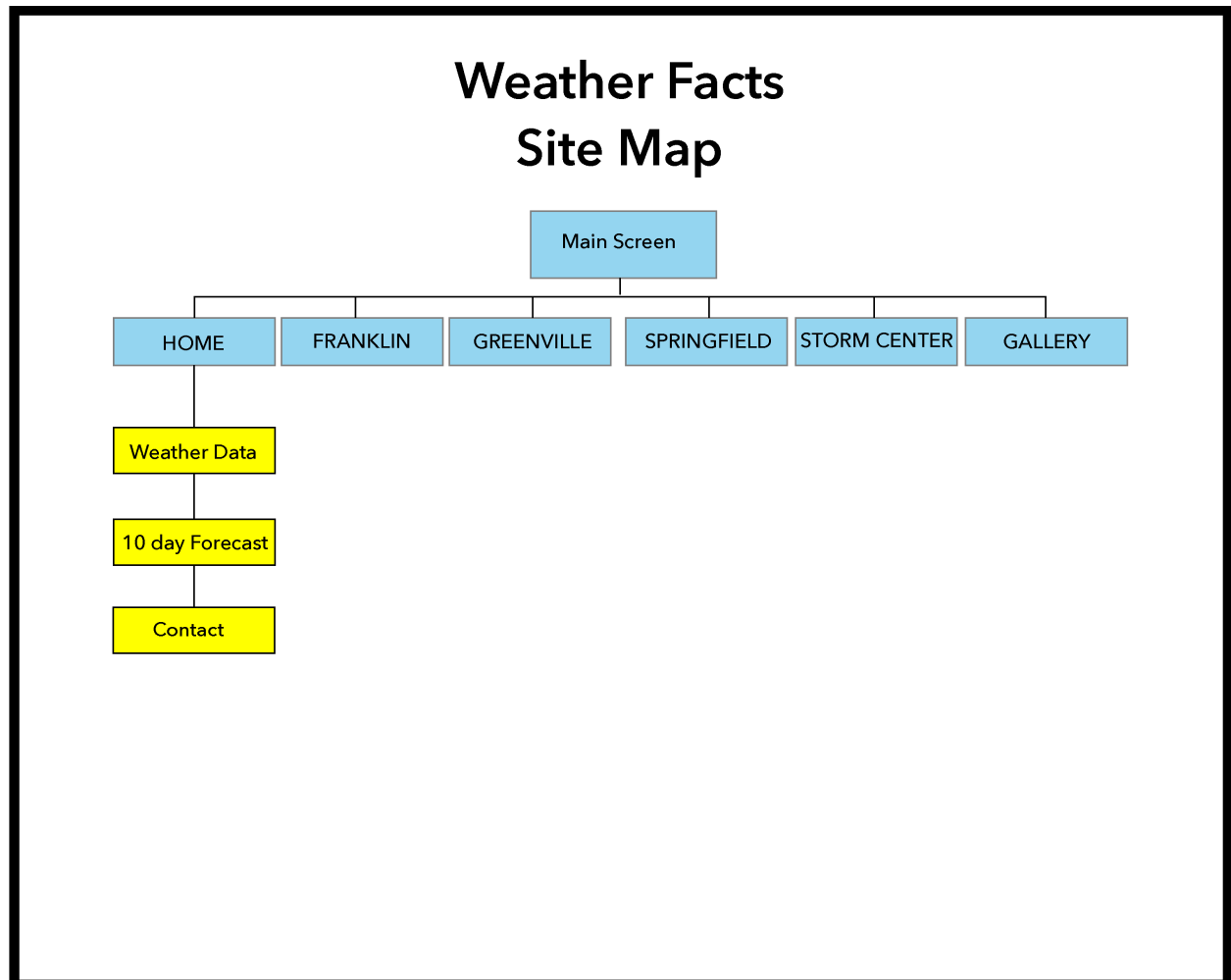
Mother 45: Married and planning to take her children/family to the park. Laptop at Home. Lives in the country. Bachelors. Husband is a farmer. $100,000 per year income.

Woman 28: Dating. Looking to walk outside for exercise. Mobile Device. Web Designer. Masters Degree. Lives in the City. $105,000 per year.

Site Map:

Weather Facts
Site Map

Main Screen

HOME | FRANKLIN | GREENVILLE | SPRINGFIELD | STORM CENTER | GALLERY

Weather Data

10 day Forecast

Contact

Color Scheme:
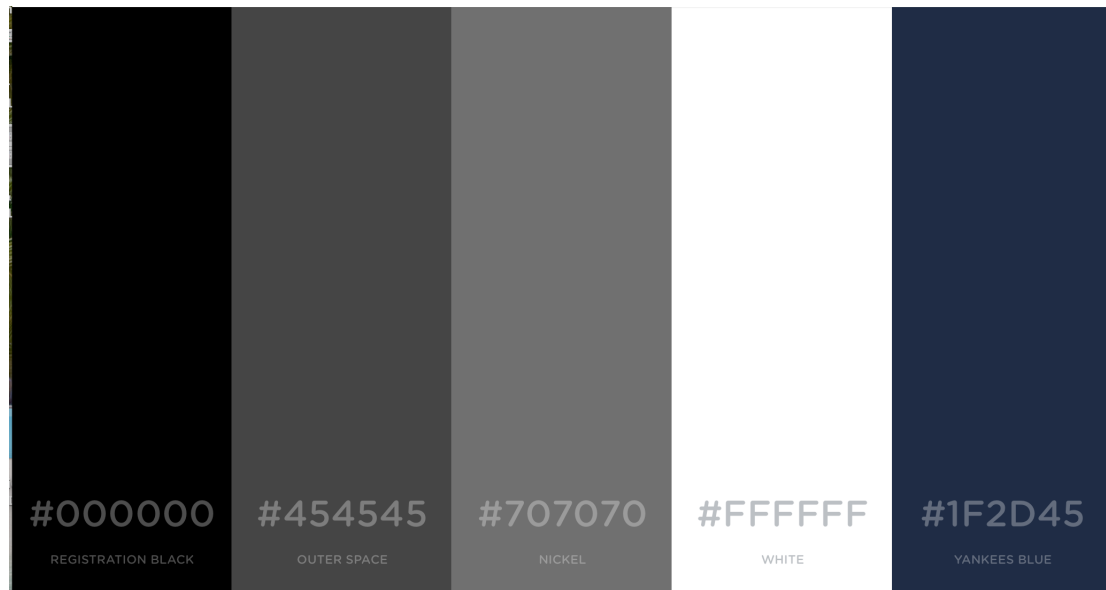
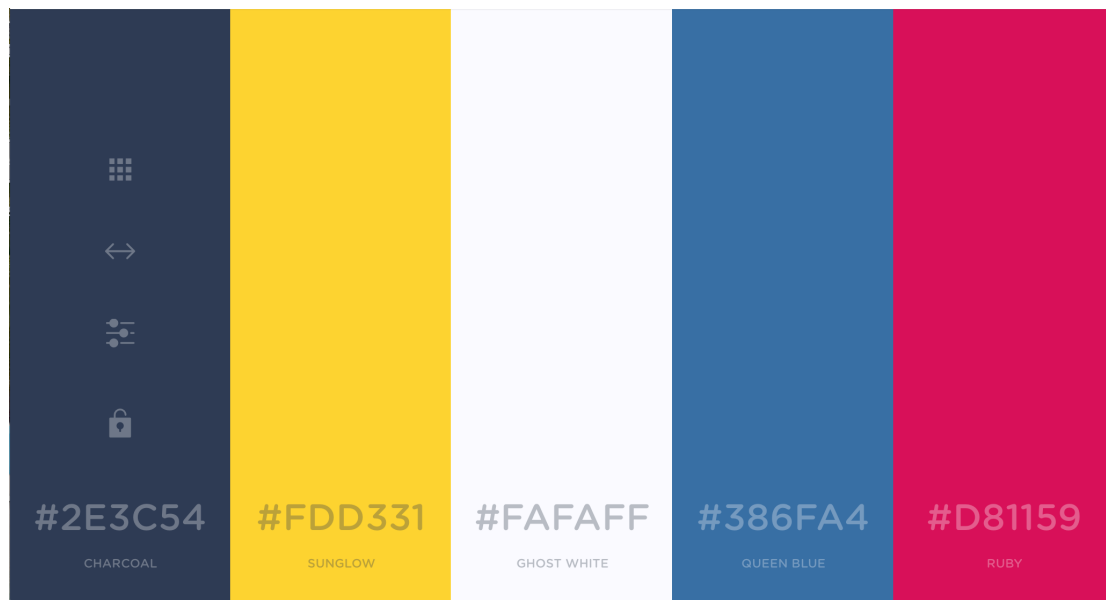**Background:** Queen Blue
Paragraph: Ghost White or Registration Black
Navigation: Sunglow
**Header:** Charcoal
Headings: Ruby, Sunglow, Queen Blue
Icon: Mixture of colors- Ruby- Sunglow- Charcoal- Registration Black

#2E3C54	#FDD331	#FAFAFF	#386FA4	#D81159
CHARCOAL	SUNGLOW	GHOST WHITE	QUEEN BLUE	RUBY

#000000	#454545	#707070	#FFFFFF	#1F2D45
REGISTRATION BLACK	OUTER SPACE	NICKEL	WHITE	YANKEES BLUE

Typography:

Site Header	Avenir Next	Demi Bold	40px	#2E3C54	Weather Facts
Primary Navigation	Avenir Next	Medium	30px	#FDD331	Weather Facts
Footer Navigation	Avenir Next	Regular	20px	#2E3C54	Weather Facts
Heading 1 (h1)	Avenir Next	Demi Bold	30px	#D81159	Weather Facts
Heading 2 (h2)	Avenir Next	Medium	25px	#386FA4	Weather Facts
Heading 3 (h3)	Avenir Next	Regular	20px	#FDD331	Weather Facts
Heading 4 (h4)	Avenir Next	Regular	18px	#D81159	Weather Facts
Paragraph Text (p)	Avenir Next	Regular	16px	#000000 OR #FFFFFF With Blue Background	Weather Facts
Note:	May also use: Avenir Next Lt Pro				

Wireframe for Smartphone:

Wireframe for Tablet:

HOME | FRANKLIN | GREENVILLE
SPRINGFIELD | STORM CENTER | GALLERY
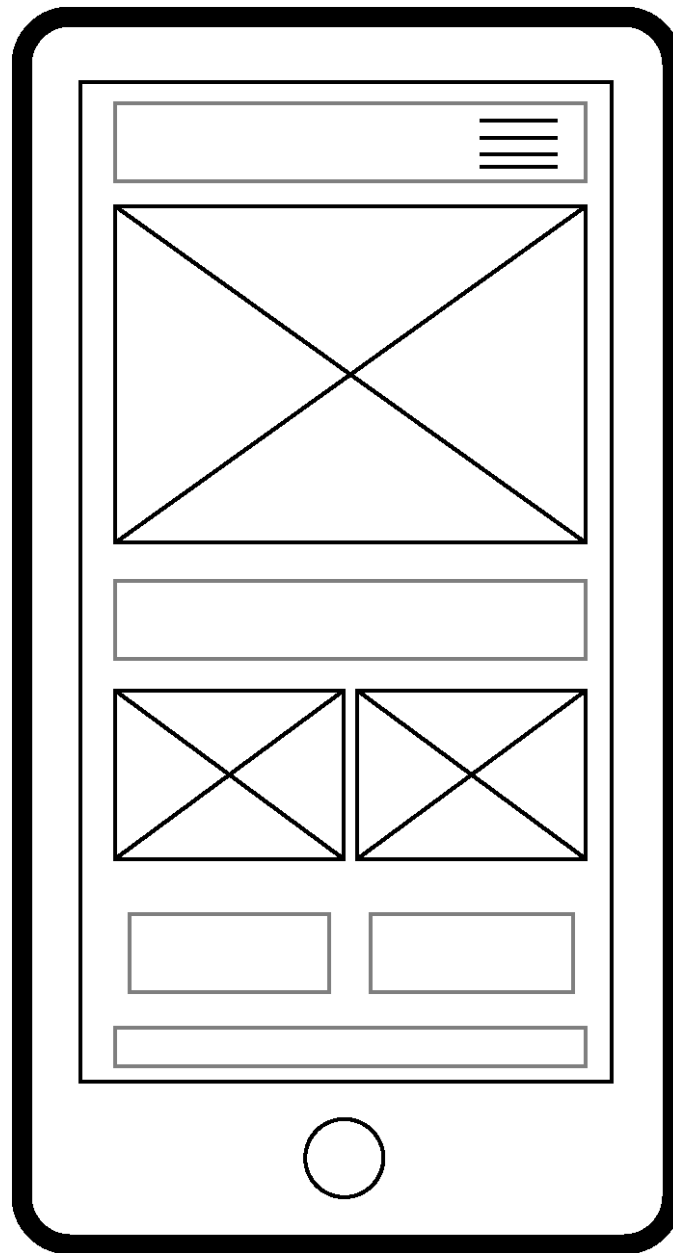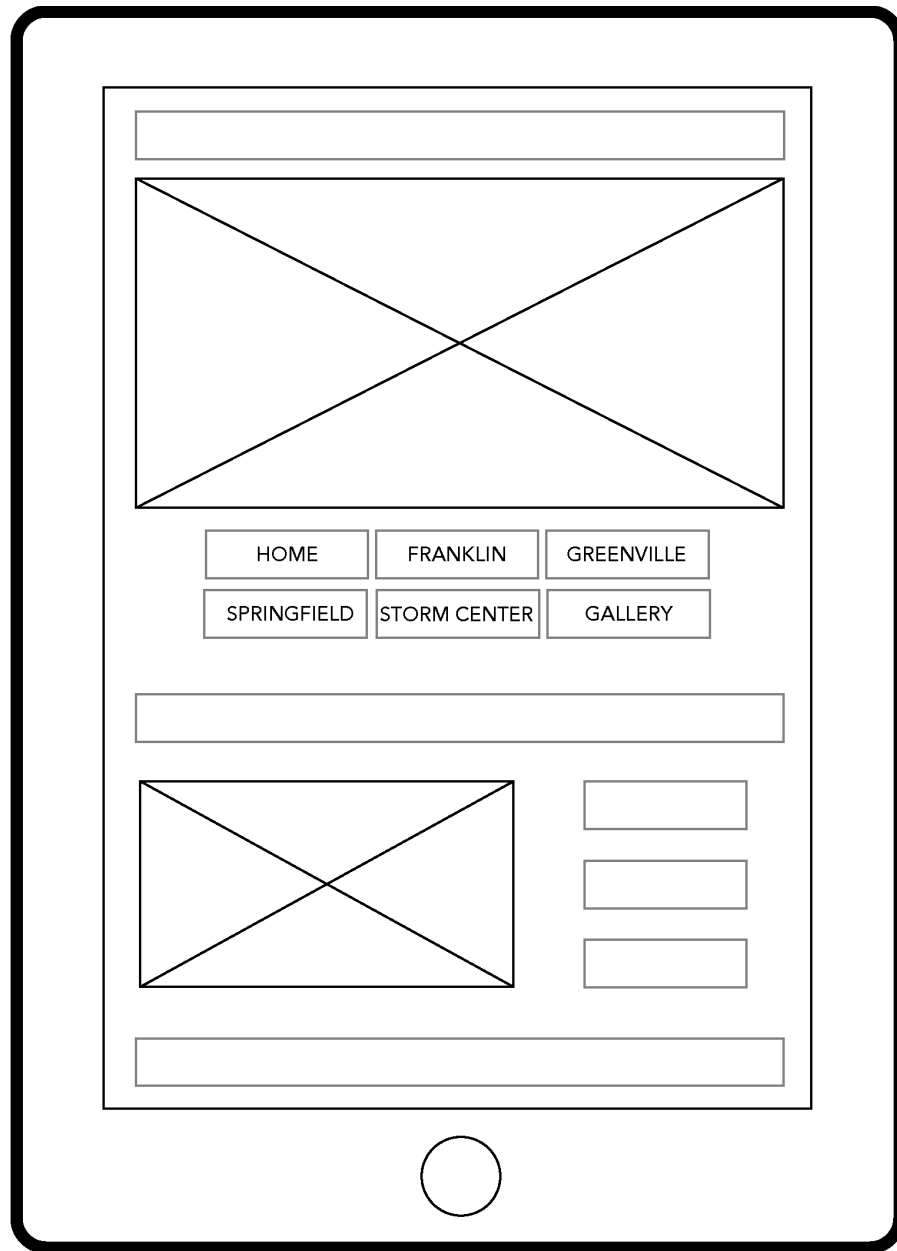
Wireframe for Wide Monitor Views:

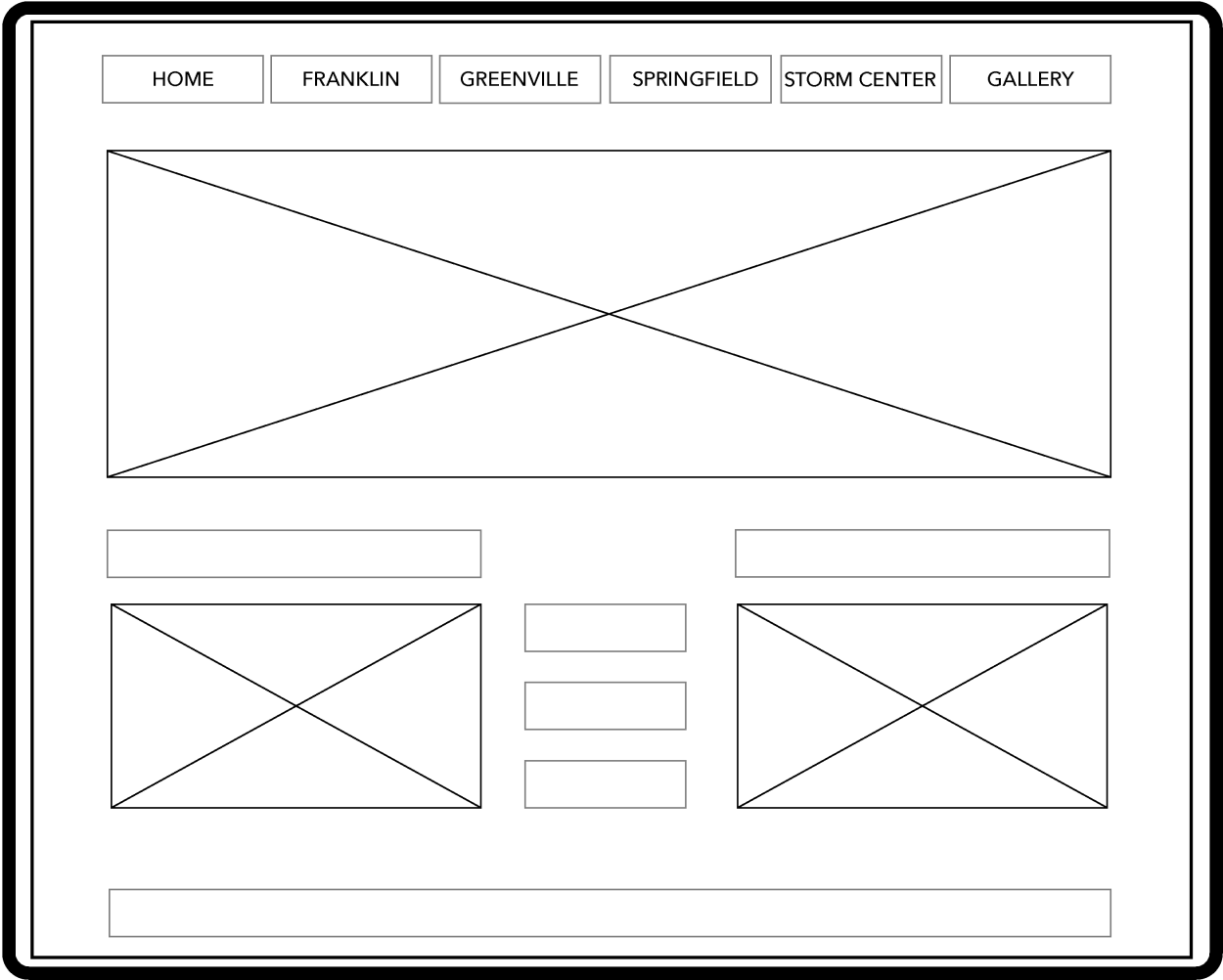| HOME | FRANKLIN | GREENVILLE | SPRINGFIELD | STORM CENTER | GALLERY |

Photo Links & References:

Sky Image:
https://www.google.com/imgres?imgurl=https%3A%2F%2Fcdn.makeuseof.com%2Fwp-content%2Fuploads%2F2013%2F02%2Fweather_featured_morguefile-670x335.jpg&imgrefurl=https%3A%2F%2Fwww.makeuseof.com%2Ftag%2F8-wonderful-weather-apps-for-mac-all-free%2F&docid=jCLw7c0T1u9mMM&tbnid=Bx9i4NhVXmniwM%3A&vet=10ahUKEwiQndqDyYrZAhUIj1kKHaYvBckQMwhmKB0wHQ..i&w=670&h=335&safe=active&bih=725&biw=1161&q=free%20weather%20photos&ved=0ahUKEwiQndqDyYrZAhUIj1kKHaYvBckQMwhmKB0wHQ&iact=mrc&uact=8

Mysteria Town Image:
https://www.windowsandsiding.net/most-architecturally-impressive-small-towns-in-america/

Tree Image: Sandra S. Marler

Teenager: https://www.pexels.com/photo/adult-beautiful-blonde-blur-324658/

Web Designer:https://static.pexels.com/photos/372042/pexels-photo-372042.jpeg

Mother taking family to the park:
https://www.pexels.com/photo/brown-haired-woman-wearing-brown-blazer-focus-photo-712521/

Father Working:
https://www.pexels.com/photo/architecture-buildings-city-cityscape-242359/