

Website Planning Document

Franklin, Springfield and Greenville Weather

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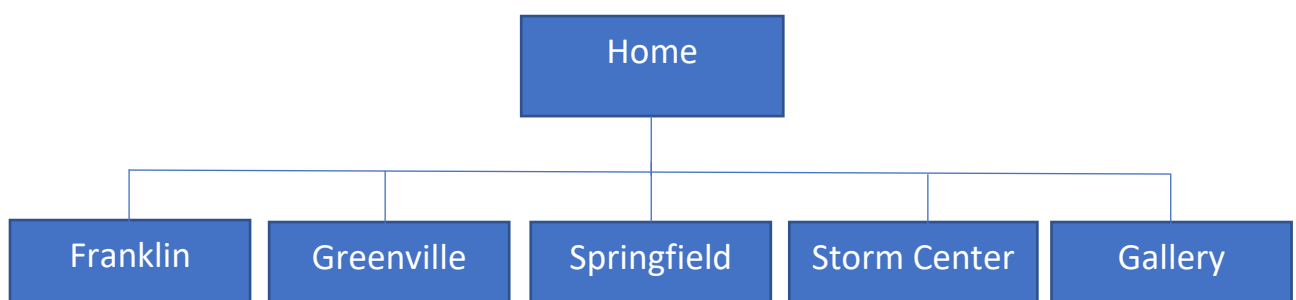
Site Purpose

The site purpose is to inform all people who are interested to know current weather conditions for the towns Franklin, Springfield and Greenville. In addition to the weather conditions the website will also provide the site visitors with other town information or relevant articles/content.

Target Audience

The target audience includes people who live in the towns Franklin, Springfield and Greenville. This group consists of people of various ages, income, backgrounds, education levels, health conditions, jobs who all live in the towns Franklin, Springfield and Greenville. Also target audience includes people who do not live in these towns but who might need to come or stay in those towns for traveling through those towns, work, visiting relatives. The visitors will be accessing the site at different times of day and night with all classes of devices: large-wide-screened (desktop/laptop), medium-screened (tablet), and small-screened (smartphones).

Site Map



Color Scheme



<i>Primary</i>	<i>Secondary</i>	<i>Accent</i>	<i>Accent</i>
#4253BA	#38BC38	#D1C4CF	#D1C4CF

The Primary Color #4253BA will be used for Logo, Menu Tabs, Call to Action Buttons, Highlighting Important information, title and headings.

The Secondary Color #38BC38 will be used for all other buttons, the current menu tab, subtitles.

The Accent Color #D1C4CF will be used for the background footer color of the website.

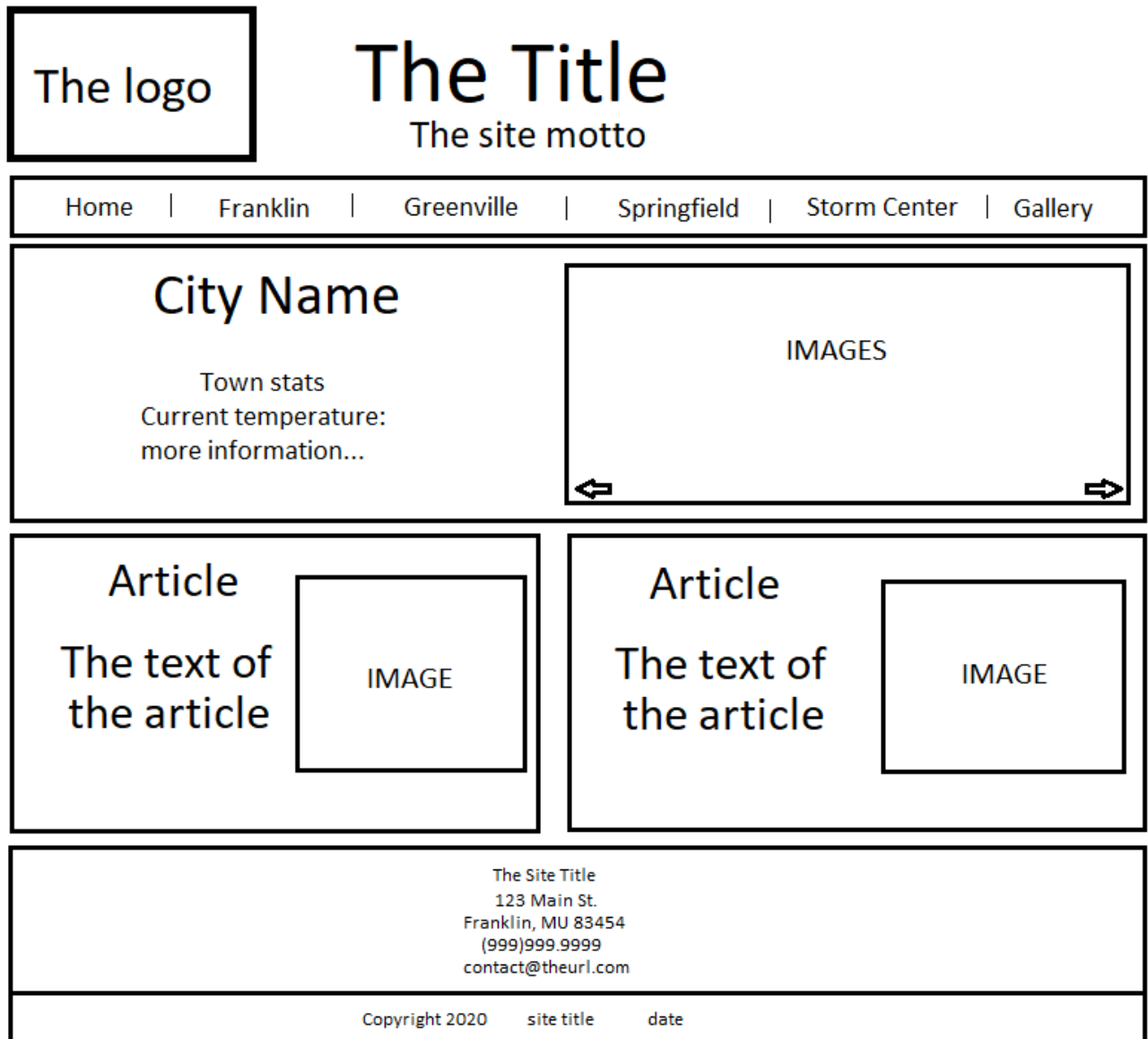
Typography

The primary text fonts are PT Serif and Arial (stacked in that order).

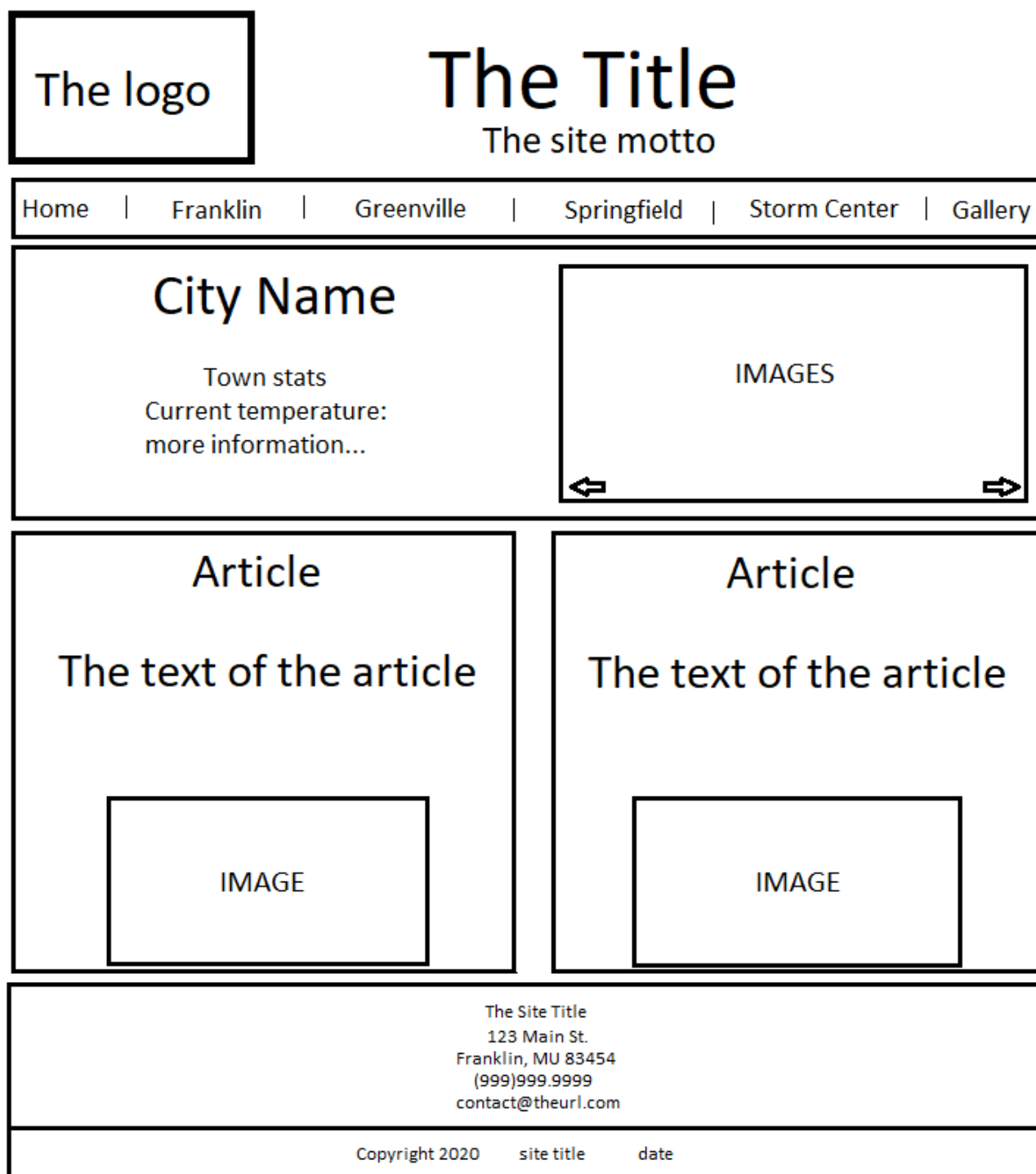
Site header	PT Serif	45px	#4253BA	Sample
Primary Navigation	PT Serif	35px	#4253BA	Sample
Footer Navigation	PT Serif	25px	#4253BA	Sample
Heading 1 (h1)	PT Serif	30px	#4253BA	Sample
Heading 2 (h2)	PT Serif	25px	#38BC38	Sample
Heading 3 (h3)	PT Serif	20px	#38BC38	Sample
Paragraph text (p)	Arial	16px	#000000	Sample
Text links	Arial	16px	#38BC38	Sample

Wire-Frame Sketches

The wire-frame sketch for large-wide-screened devices (desktop/laptop):



The wire-frame sketch for medium-screened devices (tablet):



The wire-frame sketch small-screened devices (smartphones):

