

Website Planning Document

EICLIMA.COM

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Site Purpose

The purpose for this site is to keep updated to the users about everything related with the weather of their town.

Target Audience

The target audience for this site is people interested on the weather of their own town (Springfield, Greenville, Franklin...etc.) and people mostly interested in weather matters, this audience involves men and women mostly older than 25-year-old, taking groups of people as people than works out of a building, and even athletes.

Site Map



Color Scheme



Typography

Saira Extra Condensed / Bold – titles

Abel / Regular - main content/text

Wire-Frames Sketches

