

# WEATHER CENTRAL WEBSITE PLANNING DOCUMENT

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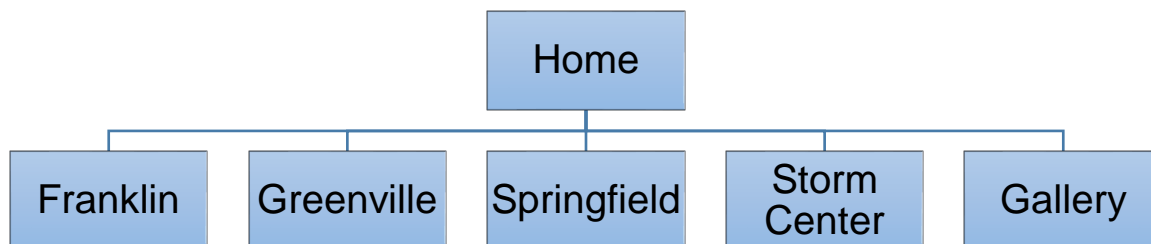
## Site Purpose

- Customer support: improve customer satisfaction through better service and accurate information.
- Become authoritative resource: provide quality content on website, regularly adding new information, establishing trust, marketing site on other websites and social media platforms.
- Build brand: active social media program, promotions, reputation management.

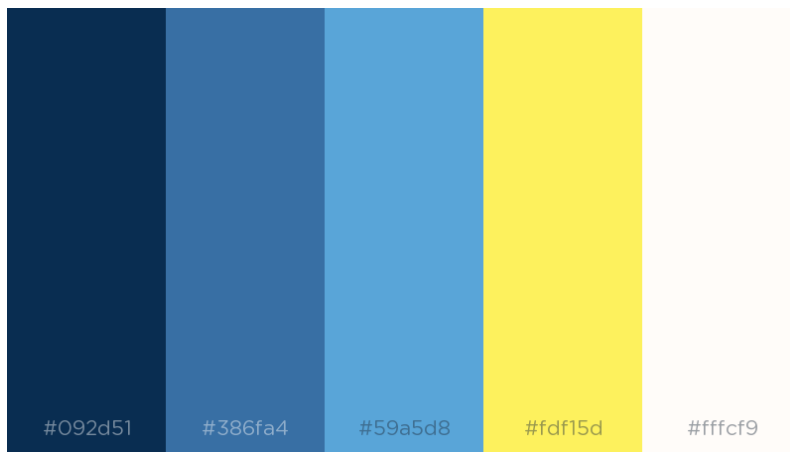
## Target audience

- Anyone who needs to find out what the weather is going to be like.
- Companies with jobs that can be affected by the weather.
- People booking trips on holidays.

## Site map



## Color scheme



Dark blue for navigation bar.

Second blue for background

Third blue for highlights

Yellow for icons like search bar, or background for logo.

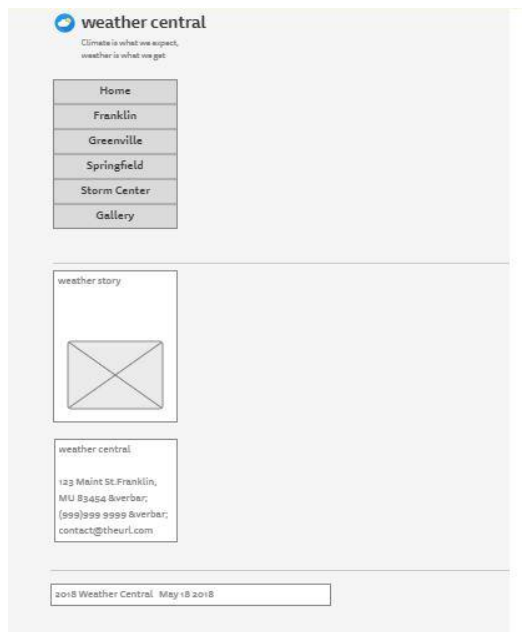
White for all text.

## Typography

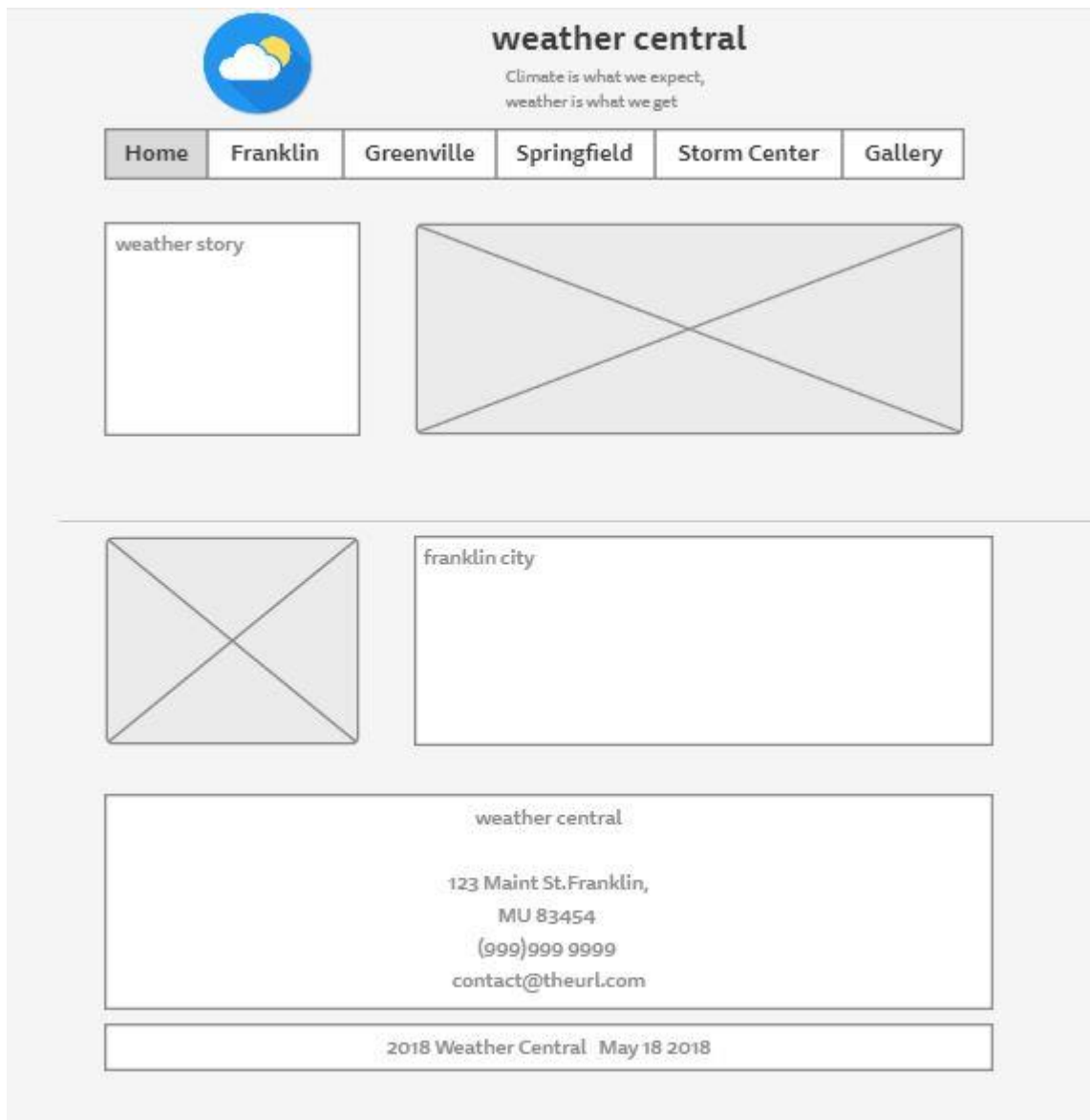
- Raleway and Lusitana
- Raleway for site tiles and menu items.
- Site title: 40 px
- Menu items: 25 px.
- Footer information: 20 px.

## Wire-frame sketches

Small:



Medium:



Large:

