Website Planning Document

Title: Tri-Cities Weather

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Site Purpose

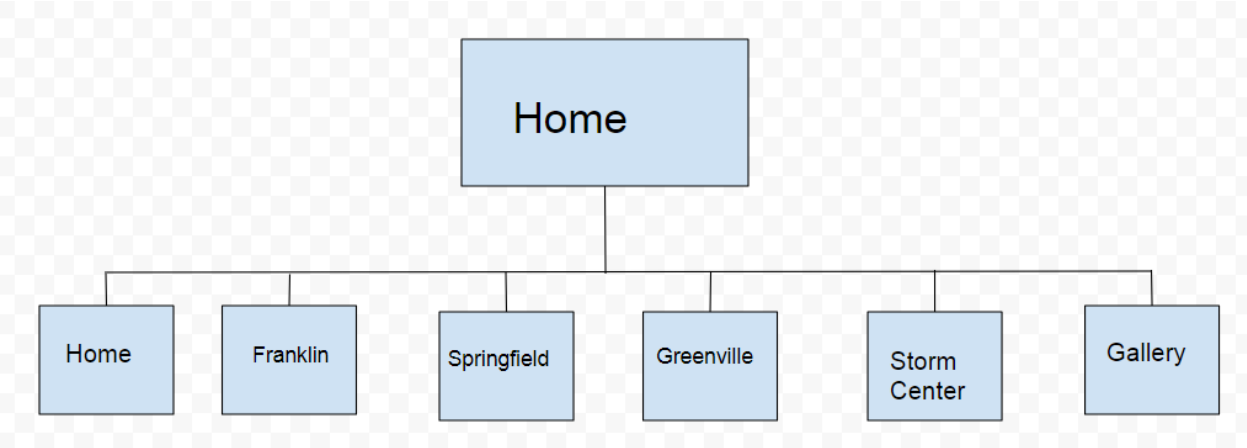
The purpose of the Tri-Cities Weather site is to primarily provide information about the weather for the local residents and for potential tourists that would be coming to the area. We want the information to be easy to locate and navigate. This site will offer a variety of information, including current and future conditions, a storm watch, a photo gallery, and information about the cities and local area.

In addition to sharing information, we want to attract tourists and newcomers to the area by having an easy to use and attractive website. The appearance and ease-of-use for this site, as well as the information provided, should help to attract tourists to the area.

Target Audience

Local residents for Franklin, Springfield, and Greenville, and the surrounding area, as well as tourists that would be coming to the area. This audience includes schools, students, parents, commuters, and outdoor enthusiasts. Access to weather information is shared across demographics, all for different reasons. Parents, students, and school personnel are interested in weather that may impact attendance (snow days, storms coming, flu season, allergies, etc). Commuters like to be able to anticipate any extra time needed for their drive. Outdoor enthusiasts are interested in what activities are available to them based on the weather as well as area attractions and geography.

Site Map



Color Scheme

Here is a link to my color pallet, as well as a screenshot of the colors I have chosen. I like having green for my primary color because when I think of weather, I think of outdoors, and green is a good color to represent the outdoors in any season. The pink/red and purple I thought would add some fun accents and contrast. Right now my plan is to use green for the background color for the navigation bars and headings. I would like to use the shades of pink and purple for visited link, hover links, and as background colors or outlines for the different sections. The pink will be the text on the navigation with the green background. I will use the same coloring in the footer as in the header. I'm sure this will change as I work on the design, but that is what I'm envisioning right now.

Typography

I will use a simple Candara, sans-serif font, for the body and most text on the web site. For the Headings and Navigation I will use Poor Richard. I want the body to be easy to read, so a sans-serif font I feel would work best. I want the Navigation and Headings to stand out, but still be simple to read, so I chose Poor Richard.

Candara sample text:

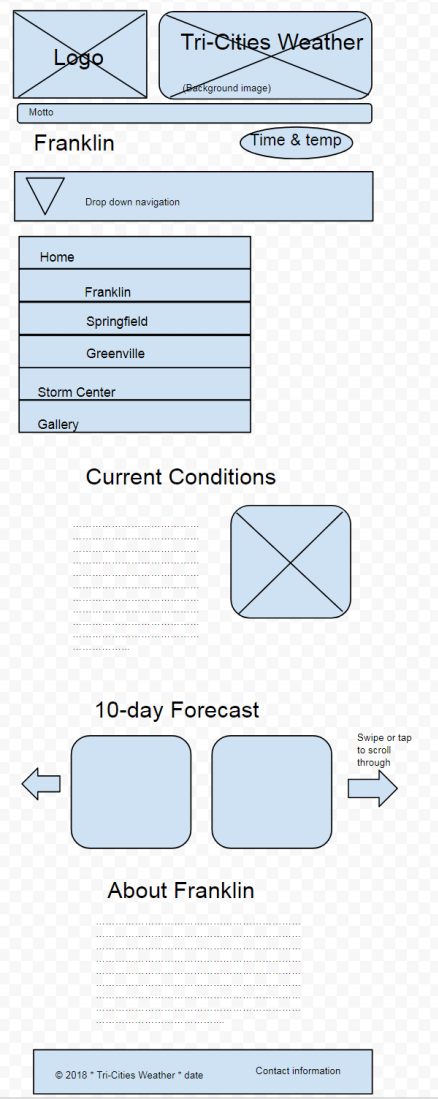
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Poor Richard sample text:

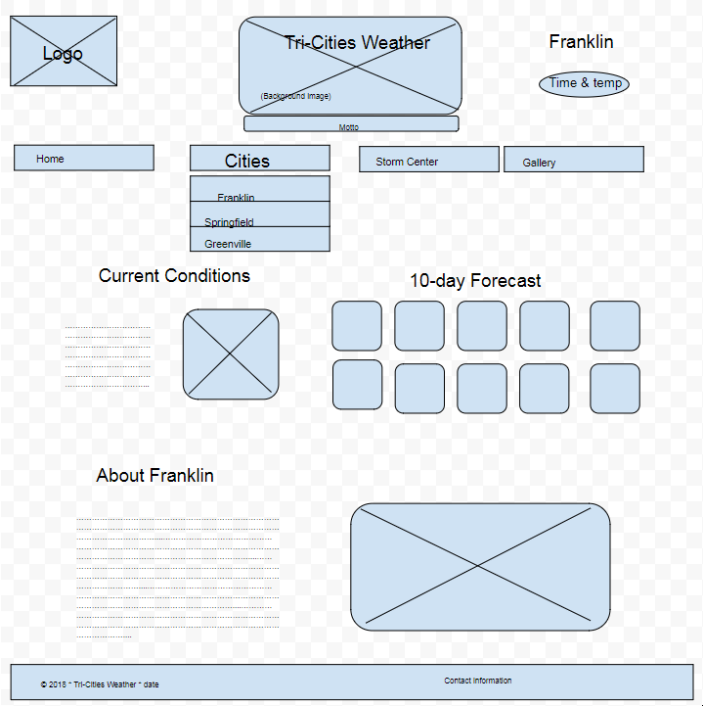
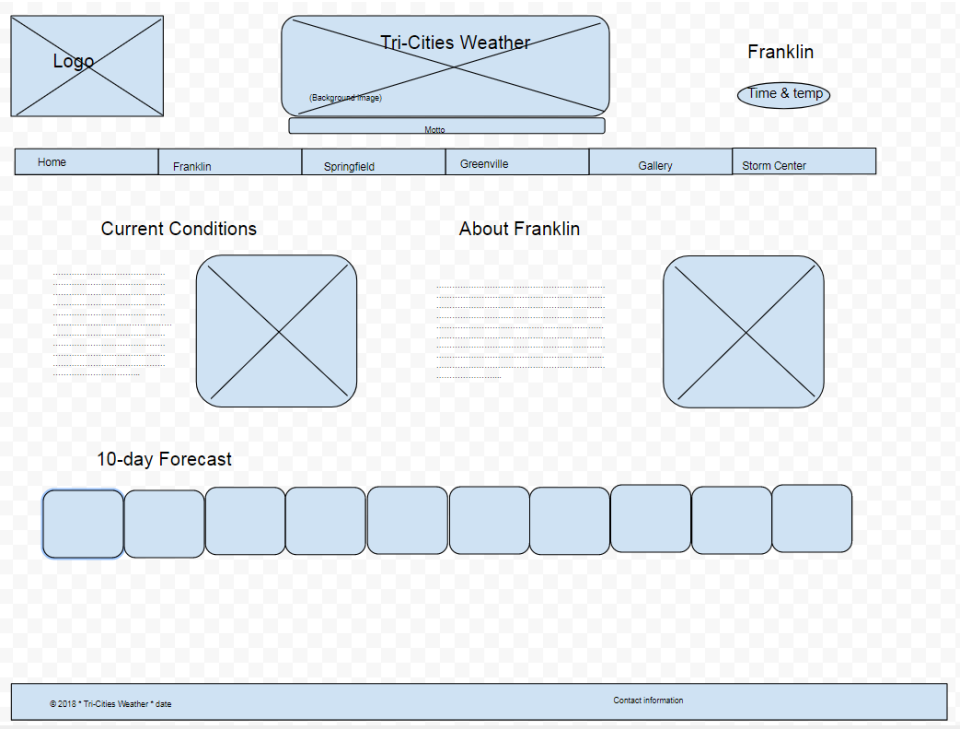
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Wire-frame Sketches

Small (Mobile)



Medium (Tablet)



Large (Desktop/Full)