

# Website Planning Document

## *Weather Or Not Here It Comes*

*Weather Entertainment Made Easy.*

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### **Site Purpose**

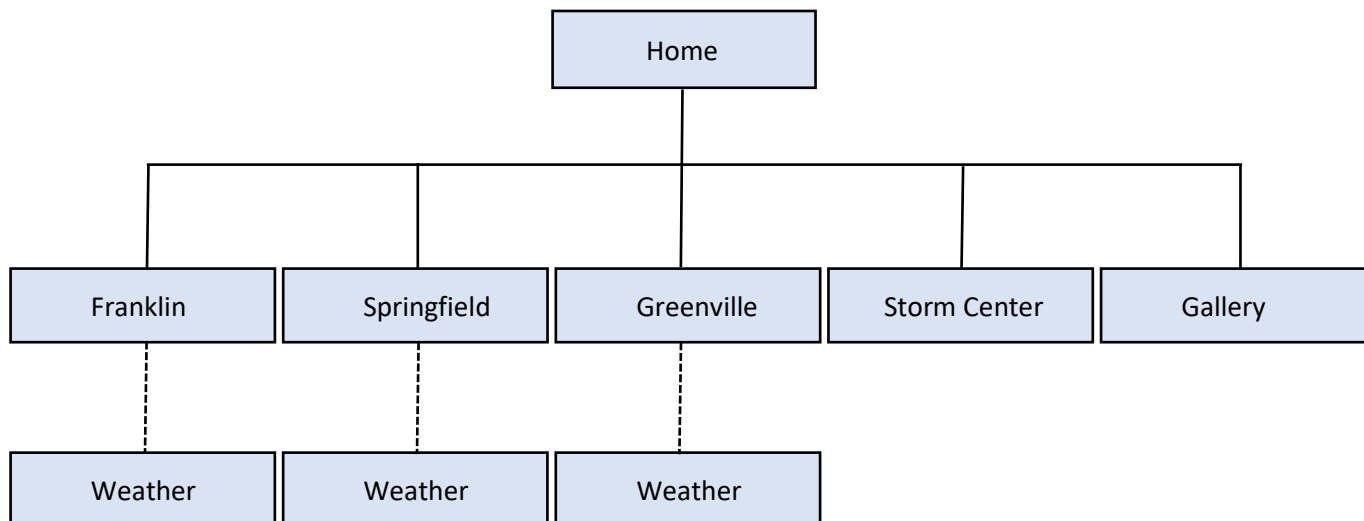
Those who visit my site will be entertained as they obtain the weather forecast. This will give my site a unique slant that will allow people to feel encouraged to check the weather.

### **Target Audience**

I want to target adults who are trying to plan things in advance, dependent upon weather conditions. This audience will be for the rich and poor and everything in between. Really, anyone who ever plans on doing anything outside. For the mother who wants to know if she should plan on taking her kids on a picnic. For the young adult who wants to get together with friends to go water rafting. For the father who wants to take his family camping. For the grandpa who wants to go cross-country on his motorcycle.

My audience is varied, they expect convenience in this modern age. As such, I am prepared to have my site optimized for the various screen sizes they will utilize in accessing my content. *Weather Or Not Here It Comes* is there for them. Reliable, enjoyable weather forecasts for your planning purposes.

### **Site Map**



## Color Scheme

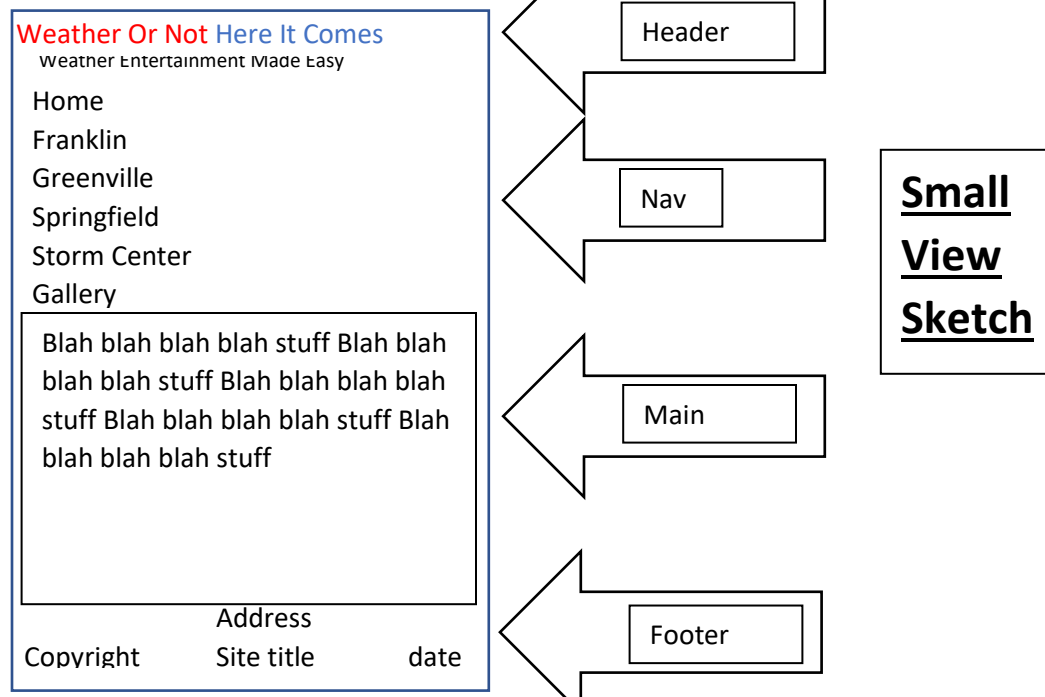
EB000C (Red)	3A0FA4 (Blue)	FFFA6F (Yellow)
FB212C (Red)	4C53DD (Blue)	E5DF41 (Yellow)

I have chosen to use red, blue and yellow because I want my site colors to theme with hot and cold weather while having a more visually fun and vibrant feel. (Subject to change.)

## Typography

- *Font:*
  - **Galindo** (Subject to change)
    - *Category:*
      - Decorative/Display
    - *Purpose:*
      - Headlines/Titles
    - *Reason:*
      - I feel that this font will create a slightly blocky, fun feel. It is easy to read and catches the eye quickly.
- *Font:*
  - **Roboto** (Subject to change)
    - *Category:*
      - Sans Serif
    - *Purpose:*
      - Body text
    - *Reason:*
      - I feel that this is a nice, clean font that is easy to read in large amounts. Meanwhile, it has a little character to it, slightly thicker weight than other typical Sans Serif fonts. It should match well with the Galindo font.

## Wire-Frame Sketches



Weather Or Not Here It Comes

Weather Entertainment Made Easy

Home

Franklin

Greenville

Springfield

Storm Center

Gallery

Blah blah blah blah stuff

Image

Franklin City

blah blah

blah stuff

Greenville City

blah blah

blah stuff

Image

Image

Springfield City

Address

Copyright

Site title

date

Medium  
View  
Sketch

Weather Or Not Here It Comes

Weather Entertainment Made Easy

Home

Franklin

Greenville

Springfield

Storm Center

Gallery

Blah blah blah blah stuff

Blah blah blah blah stuff

Blah blah blah blah stuff

Blah blah blah blah stuff

Franklin City

blah blah

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Greenville City

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