

Website Planning Document

Your Daily Weather

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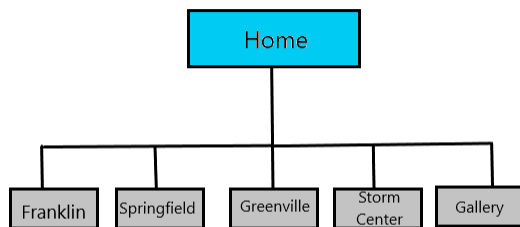
Site Purpose

The purpose for this site is to provide accurate and up-to-date weather forecasts. The home page will contain a featured/current weather story as well as basic information for the three towns, such as current temp, town info, and image of location from town. City weather pages will have news relating to respective city and more in-depth weather information.

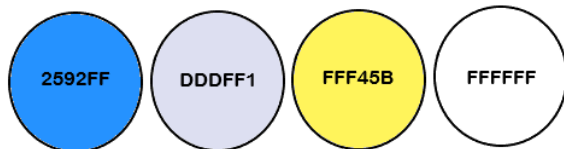
Target Audience

The target audience for the Your Daily Weather website will largely be residents of the cities and surrounding cities/towns, and those planning outdoor events or vacations in these cities. The age range will be adults 25-54 years old. Their main expectations for the site will be accurate forecasts and other weather-related news. The website will need to be organized and easy to navigate to accommodate the broad audience.

Site Map



Color Scheme



Typography

The primary text fonts will be Georgia and Segoe UI

Site Header	Georgia	40px	#2592ff
Primary Navigation	Georgia	30px	#000000
Footer Navigation	Georgia	20px	#000000
Heading 1 (h1)	Georgia	30px	#2592ff
Heading 2 (h2)	Georgia	25px	#2592ff
Heading 3 (h3)	Georgia	20px	#2592ff
Paragraph text (p)	Segoe UI	16px	#000000

Wire-Frame Sketches

