

# Website Planning Document

**Site Name:**

# Weathered.world

## Site Purpose:

The main purpose of this site is to provide current and accurate weather-based information. This information includes, but is not limited to, predicted temperatures, precipitation (if any), and a weekly weather forecast.

The objective is to provide quick, easy, and reliable weather information for site visitors as they go about their day.

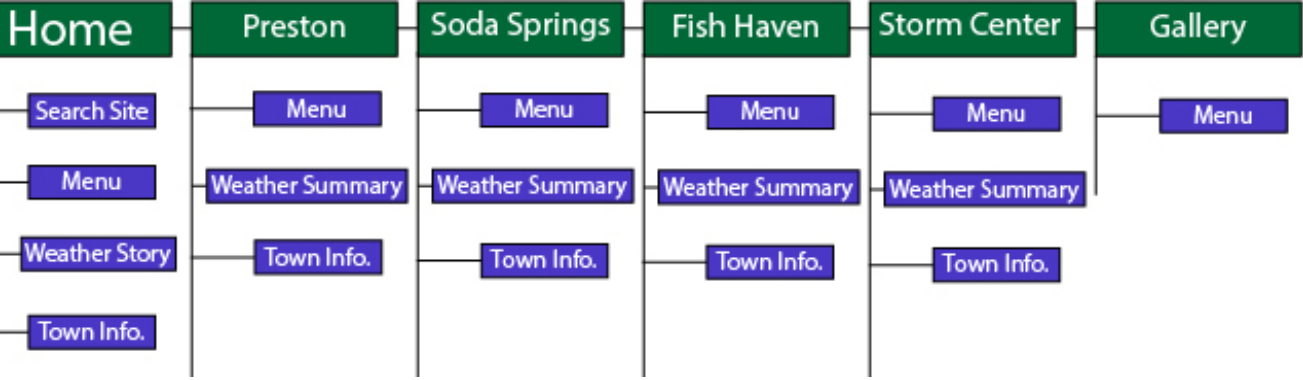
## Target Audience and Scenarios:

A major target audience will be the daily commuters. Those who might take a quick glance at their phone or computer before heading out the door on the way to work or school thus providing them with the information that will tell them what to prepare for the back and forth. This target audience will generally range from college students to middle aged workers and will have a higher emphasis on a mobile-based site as many would be using the site to quickly check the weather either at, or on the way to, the door.

A second target audience would be event planners. People who are wanting to go out and enjoy the outdoors in their free-time whether that be by themselves or with a group. This target audience will likely be looking for a more weekly based forecast depending on their desired activities. For example: a person, or group of people, desiring to go on a morning jog or hike on a local trail may want to check the weather just for the day they have scheduled whether that day be the very same day they are checking, or a day later in the week. The same goes for camping, family get-togethers, and other related events taking place outdoors. This will allow them to properly schedule their weeks.

Some other scenarios might be people wanting to visit friends or family and checking the site for local weather, a concerned parent wanting to check the current air quality status during the winter for their kids who might walk to school, or someone checking on the weather to determine how it might affect traffic conditions. And, in some areas, to help prepare people for weather conditions that might cause flooding.

## Site Map:



### Color Scheme:



For a weather-based site, a weather styled color scheme seemed appropriate with a Light Sky Blue as the main color and White as the general body text color.

An example of how this color scheme might look, as well as the typography used, can be seen below:



\*Examples of the ABeeZee and “Arial Black” fonts were not available outside of site coding so are not shown here.

## Typography:

The main fonts used are Neue Haas Grotesk and Trade Gothic Next. The page header and footer will contain the Neue Haas Grotesk font while the main body is made up of the Trade Gothic Next Font.

## In Summary:

Site Header	“Arial Black”	40pt,	#ffffff
Primary Navigaiton	ABeeZee	22pt	#fff00
Footer Navigation	Arial	14pt, Bold	#fff00
Heading	Arial	20pt, Bold	#191970
Paragraph Text	Arial	14pt, Helvetica	#ffffff