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# **Website Planning Document**

**The Daily Chill**

**www.thedailychill.com**

## **Site Purpose**

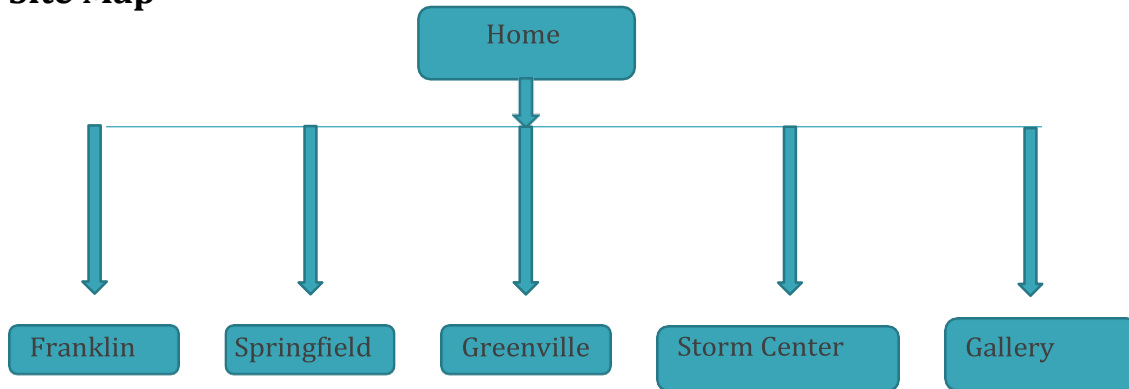
The purpose of this site is to provide weather information to the people living in the cities of Franklin, Springfield, and Greenville. The site should have a clean cut design and needs to be easy to navigate, providing the best experience for visitors.

## **Target Audience**

The target audience are people who either live in, or are visiting the cities of Franklin, Springfield, or Greenville. Persona 1: Full time residents of the cities of Franklin, Springfield and Greenville. Person 2: Visitors to the above mentioned cities. Persona 3: Those with loved ones in the above mentioned cities. Persona 4: Other weather sites looking to copy or use information for those cities. Persona 5: School district employees watching for dangers and snow days. Persona 5: Those interested in up to date and exciting weather photos.

See Below.....

## Site Map



## Color Scheme

### Dark and Orange

**Dark Grey:** #393939 – Dark designs take a little bit more fore-thought but can provide tons of contrast if used well.

**Deep Orange:** #FF5A09 – With different shades of oranges, there is depth and gradient, without venturing into totally new colors.

**Light Orange:** #ec7f37 – Utilizing illustrative elements, requires a bit of flexibility for the natural lightness and darkness to contour objects.

**Orange Yellow:** #be4f0c – Using one color over on the color wheel can keep the palette looking classy, bold and restrained.

## Typography

Avenir – light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body font size – 14

Heading font size – 20

Avenir – Medium for Title

Font size – 30

Color - white

Wire Frame Sketch,  
Next Page

