

# Website Planning Document

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## SmartCast Weather

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### Site Purpose

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The purpose of the **SmartCast Weather** site is to provide the current weather conditions along with corresponding stories, articles, images and data information necessary for the towns of Greenville, Springfield, and Franklin, Illinois. It will also provide alerts and breaking storm reports impacting these towns, which have been the target of multiple tornados. It's primary purpose is to provide these towns a resource that will directly affect their commute, lifestyle or daily activities. Correct forecasts have the potential to save cities thousands of dollars each year when combining saved crops, saved time, and saved power. Correctly forecasting severe weather outbreaks with accurate updates is crucial for these local areas.

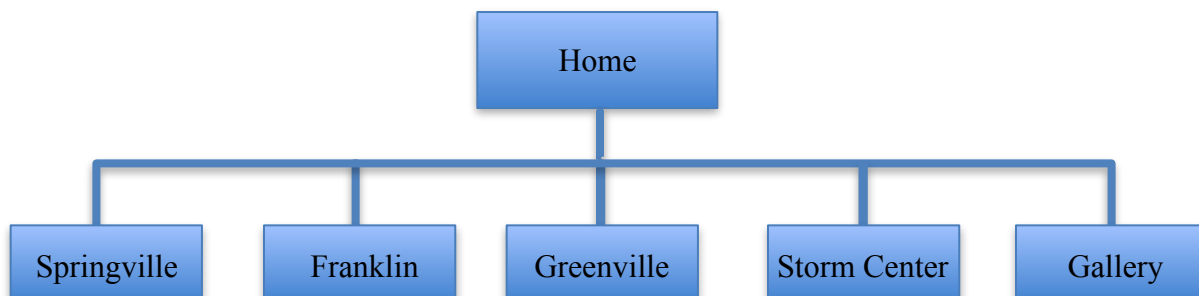
### Target Audience

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The specific target audience for this site is anyone living in or near the surrounding areas of Greenville, Springfield and Franklin townships. The target age is 12 - 100. They are rural farmers and town residents, public officials, students and other persons employed in these towns. A second consideration will be those tourists who visit local attractions including President Lincoln's presidential library and museum, his home from 1837 to 1861, his tomb at Oak Ridge Cemetery, and the historical town of New Salem. It is also a short drive to the site of Palmyra, a tourist attraction for Church of Jesus Christ of Latter-Day Saints.

### Site Map

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## Color Scheme

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The color scheme for this site will be a tetrad adjacent color scheme with a complementary fourth color. The base color will be turquoise and I will also use white for the background color.

## Color Palette by Paletton.com

Palette URL: <http://paletton.com/#uid=63j0s0kUg++pw+0x1+V+VFCZSs0>

Primary color:	<div><div>#34F3FC</div><div>#34F3FC</div></div>	<div><div>#02F4FF</div><div>#02F4FF</div></div>	<div><div>#00F4FF</div><div>#00F4FF</div></div>	<div><div>#00B3BC</div><div>#00B3BC</div></div>	<div><div>#008187</div><div>#008187</div></div>
Secondary color (1):	<div><div>#4881FC</div><div>#4881FC</div></div>	<div><div>#1963FF</div><div>#1963FF</div></div>	<div><div>#0555FF</div><div>#0555FF</div></div>	<div><div>#003FC6</div><div>#003FC6</div></div>	<div><div>#013095</div><div>#013095</div></div>
Secondary color (2):	<div><div>#33FD57</div><div>#33FD57</div></div>	<div><div>#00FF2C</div><div>#00FF2C</div></div>	<div><div>#00FF2C</div><div>#00FF2C</div></div>	<div><div>#00D725</div><div>#00D725</div></div>	<div><div>#00AB1E</div><div>#00AB1E</div></div>
Complement color:	<div><div>#FF9234</div><div>#FF9234</div></div>	<div><div>#FF7600</div><div>#FF7600</div></div>	<div><div>#FF7600</div><div>#FF7600</div></div>	<div><div>#FF7600</div><div>#FF7600</div></div>	<div><div>#DF6700</div><div>#DF6700</div></div>

## Navigation

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Bar: #013095

Link:normal : #FFFFFF (white)

Link:hover : #33FD57

Link:visited : #4881FC

Link:active : #FF93234

Home	Springfield	Franklin	Greenville
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## Typography

### Rogue Serif Light for Title and Headings:

Large Site Titles: 18 pt, Medium Site Titles: 14 pt, Small Site Titles: 12 pt.

Verdana Regular for body copy:

Large Site Body Copy: 11 pt, Medium Site Body Copy: 10 pt, Small Site Body Copy: 9 pt.

## Wire-Frame Sketches

The site map reflects the weather site specifications. 2 points

The color scheme is complete with references to elements and area application. 3 points

The typography section provides clear information on font selections and application levels. 3 points

Three wire-frame sketches of small, medium, and large views have been developed for the sub-page content showing city temperature data. 6 points

