

Website Planning Document

RealTime Weather Radar

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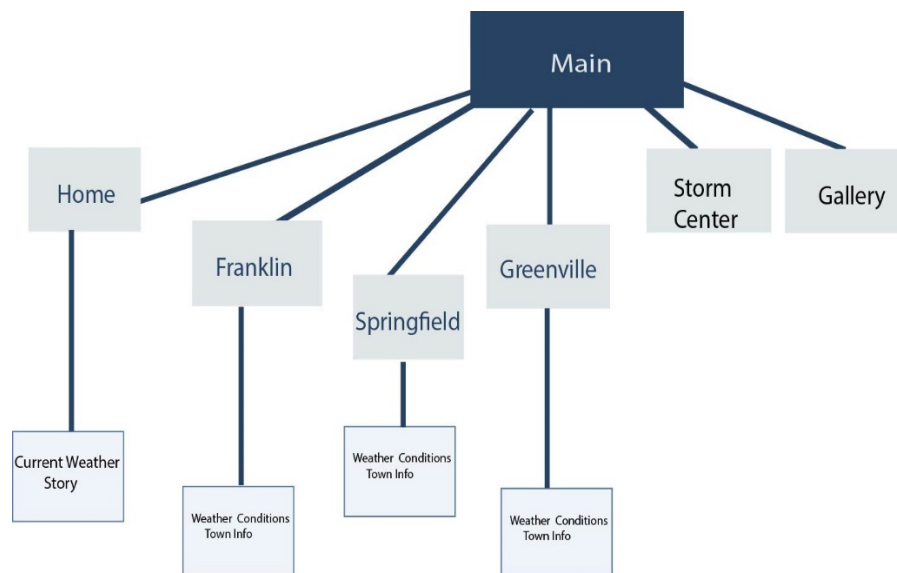
Site Purpose:

The purpose of RealTime Weather Radar, provides weather and climate data, including weather prediction, and weather warnings for the citizens near or around Franklin, MU.

Target Audience:

The target client for the website will be will be men and women, graduate degree holding individuals, from ages 25- 65, who make \$80,000 per year, or less. Our website must be conservative enough to deter lower age groups, and yet attractive and user-friendly enough to attract an older generation of clients. Because our site is designed to attract a broad range of target audience, the website should be accessible for mobile devices, with desktop, and laptop compatibility, as well.

Site Map:



Color Scheme:

73a0f0k8P-F00++1bTsmun9xylh



Primary	Secondary	Accent	Accent
#7FA2AD	#82B3A6	#FFDDB9	#FFD3B9

Navigation Background

Color: #247863

Content Background

Color: ##F0F4FA, #E0E6E8

Navigation Anchor Selected:

Weight: 15px

Color: #FFFFFF

Style: Normal

Navigation Anchor Unselected

Weight: 15px

Color: #E0E6E8

Style: Normal

Navigation Hover

Weight: 15px

Color: #FFD3B9;

Style: Normal

Typography:

Headings:

Bembo Book MT Pro

Weight: Normal

Size: 1.3 em

Color: #256073

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Content:

Myriad Apple

Weight: Normal

Size: 15 px;

Color: #274262

Footer:

Myriad Apple Font Size:

Weight: Normal

Size: 15 px;

Color: #04506A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

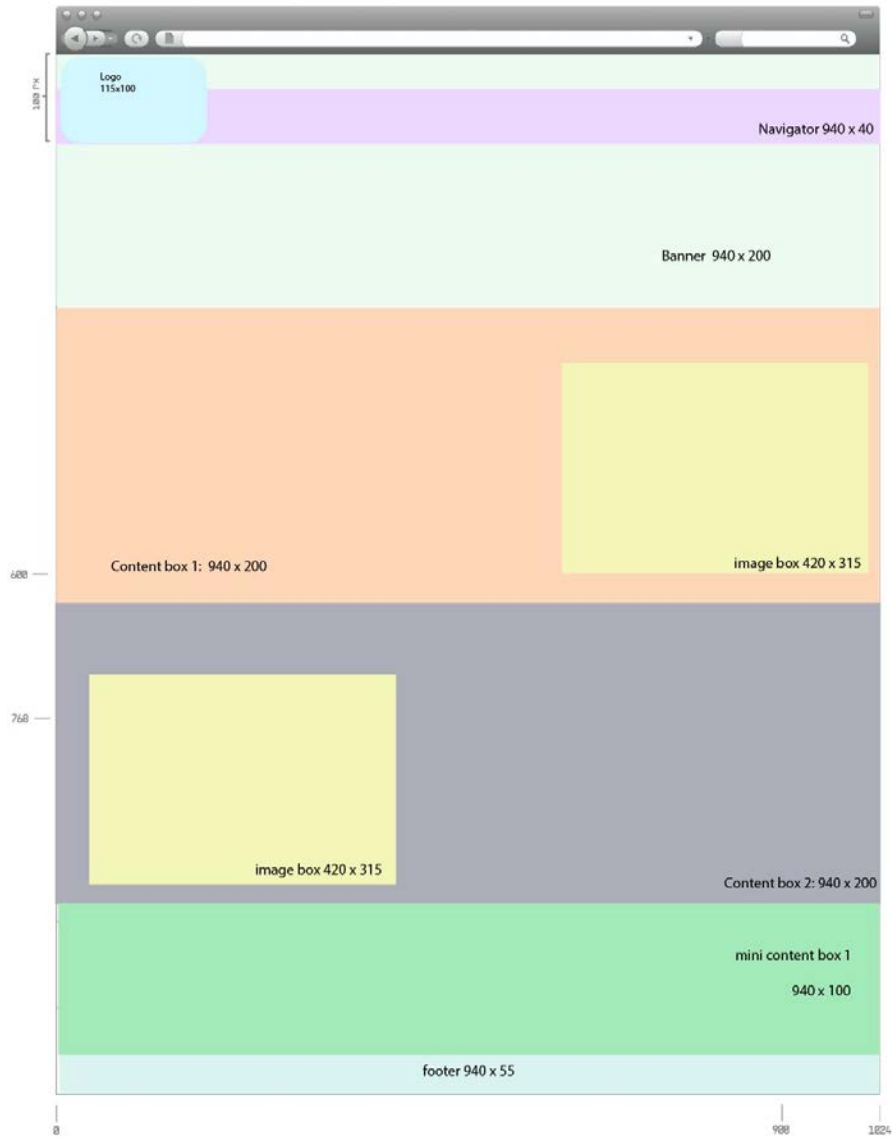
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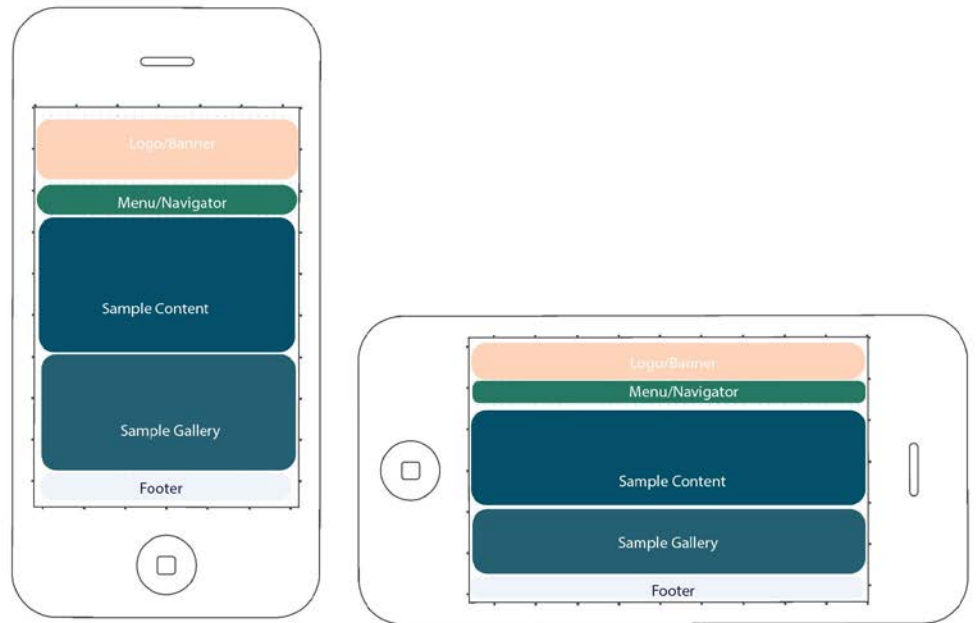
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Wire Frame Sketches

Browser Design:



iPhone Design:



Tablet Design:

