Website Planning Document

“Rain or Shine:
Your Weather Planning Tool” Site

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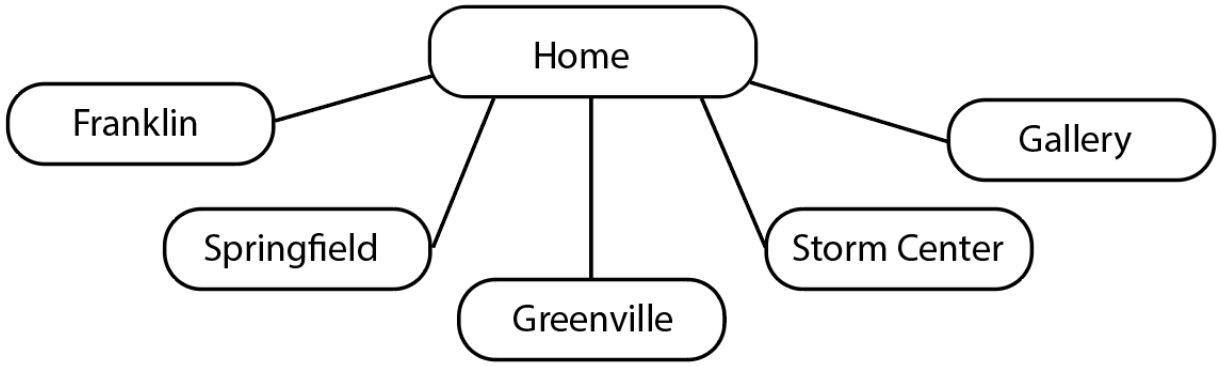
Site Purpose

This site’s purpose is to succinctly and concisely inform visitors of the local weather conditions. To assist visitors in planning their travel and other activities based on the current weather conditions.

Target Audience

People who typically visit weather sites are planning something: travel, participating in an outdoor activity, or an event that will happen outdoors.
Our target audience is therefore people who are busy and have many other things to prepare as they take the weather conditions into consideration.
This weather site will be a tool for people who want to plan their travel and activities around the weather. It will include articles with helpful information relative to the current weather conditions in order to help people plan what to pack and what precautions to take for their outdoor travel and activities.

Site Map



Color Scheme

For the main color I chose Blue #02AAD2 or #017692 (a darker shade of the same blue).
For an accent color I chose this complementary orange #FFB100.

This color scheme will be used for:

- Simple illustrations (icons) of weather elements across the site.
- An original logo using color scheme.

Typography

The headings on the site will be in the typeface Yeseva One.
For the body text, the typeface is Ubuntu, a sans-serif typeface that makes for a modern and legible body text.

Sample site text:

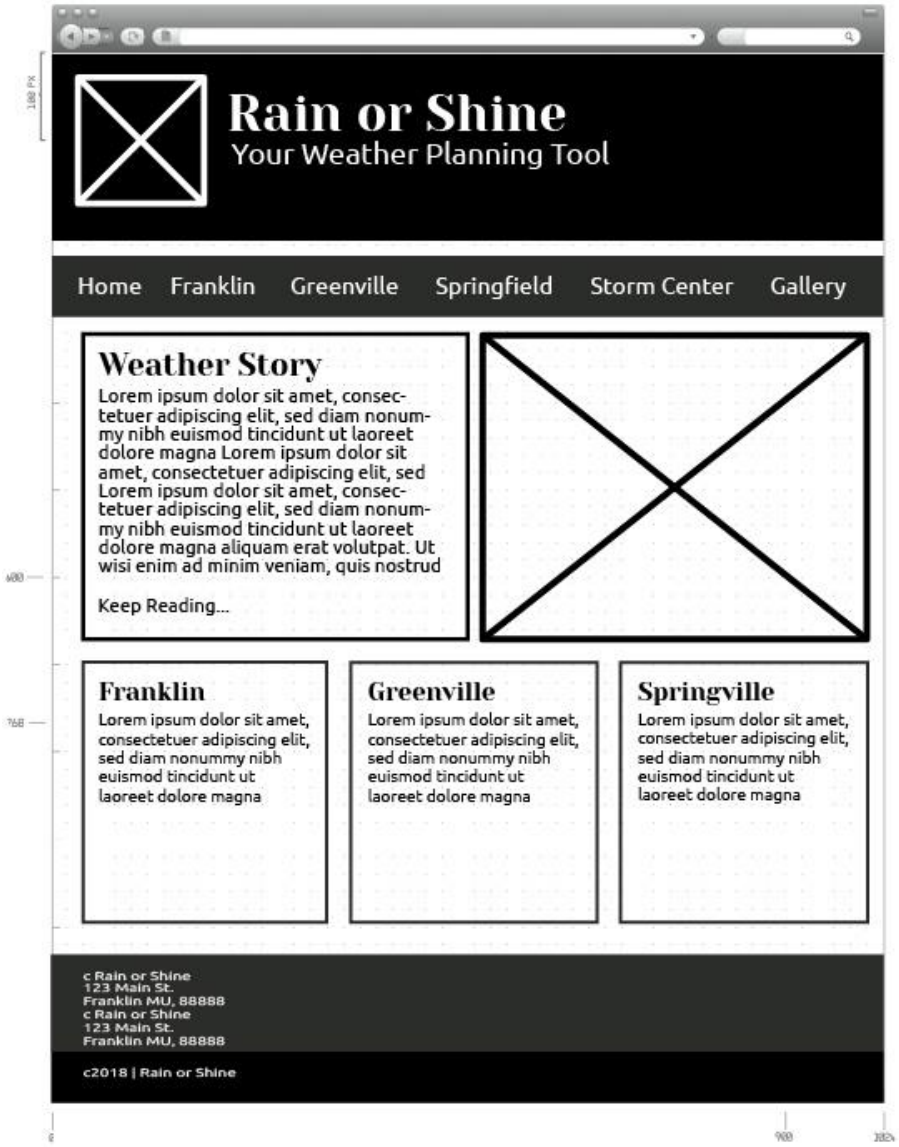
The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

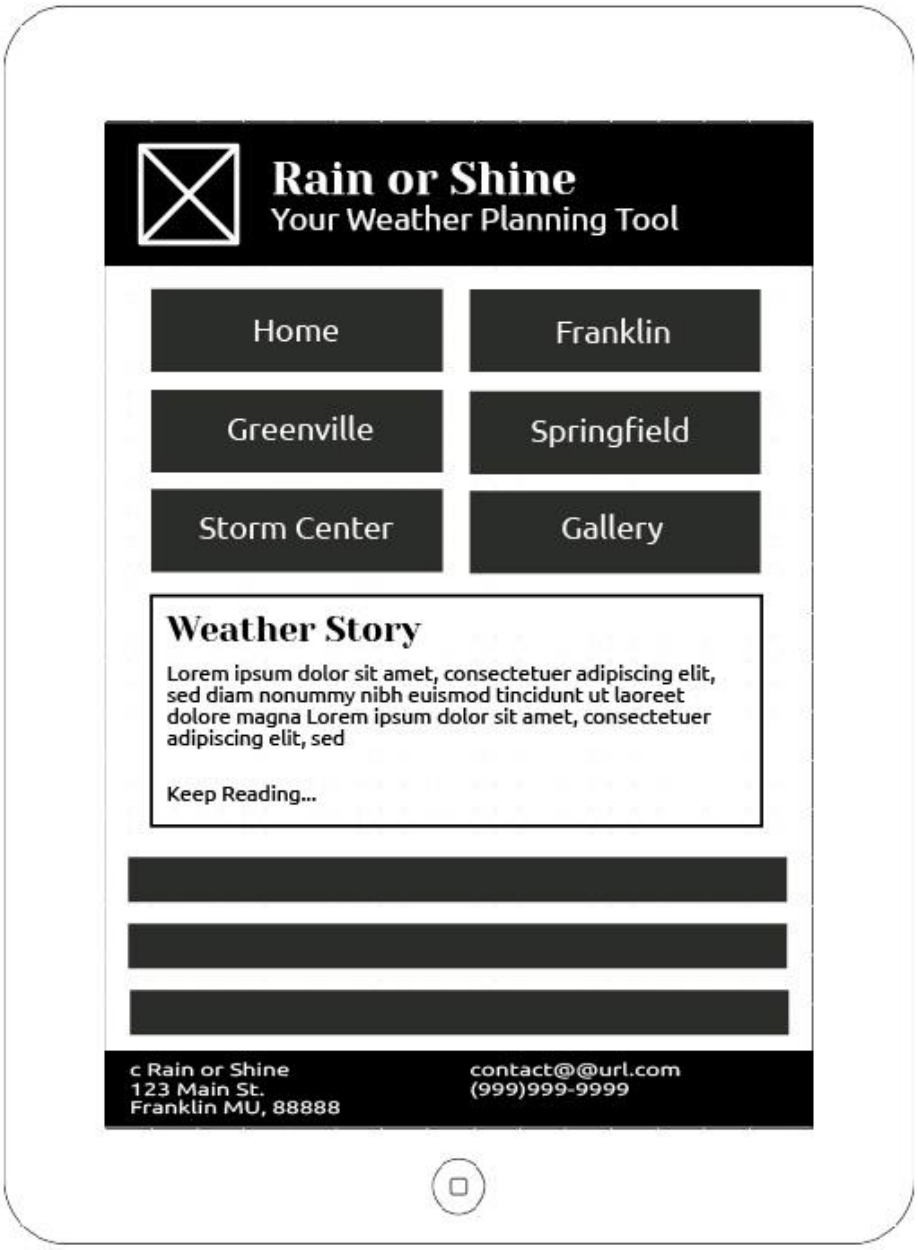
```
@import url('https://fonts.googleapis.com/css?family=Fugaz+One|Ubuntu|Yeseva+One');
```

Wire-Frame Sketches

Large (Browser) View:



Medium (ipad) View:



Small (Mobile) View:

Rain or Shine
Your Weather
Planning Tool
Home
Franklin
Greenville
Springfield
Storm Center
Gallery
Weather Story
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Greenville
Springfield
Storm Center
Gallery
Weather Story
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