

# Website Planning Document

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## Your Community Your Weather

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## Site Purpose

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The purpose of the Your Community Your Weather website is to provide current weather information for the Franklin, Greenville, and Springfield communities. To share the current conditions, ten-day forecasts and includes a place that visitors will use to follow both current and forecasted storms.

## Target Audience

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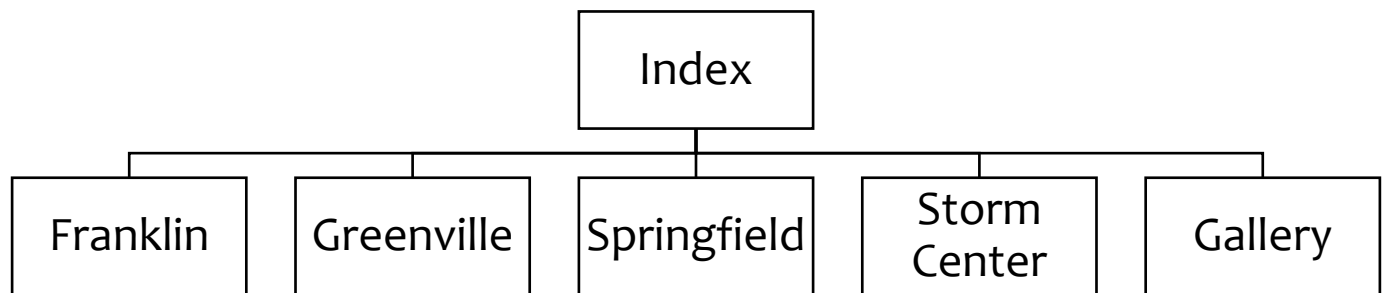
Since weather influences everything people plan or participate in our audience are consumers, families, weekend warriors and sports enthusiasts. Agriculture, businesses, employees, and tourists are those we need to target and connect with through our site.

Demographics show site visitors will be accessing our site primarily from mobile and tablet devices while desktops weren't as frequently used. Visitors using the site are between the ages of 23 and 55 with incomes of \$45,000 or greater. Our analysis includes their having a minimum of some college education and are comfortable with the terminology used in weather forecasts.

Also, we know the site will be visited typically in the mornings as visitors prepare for the day or during their commutes. Traffic generally increases throughout the day when storms are predicted or are currently impacting the area. Finally, our agricultural visitors are always concerned with the weather and will view the site throughout the day and into the night.

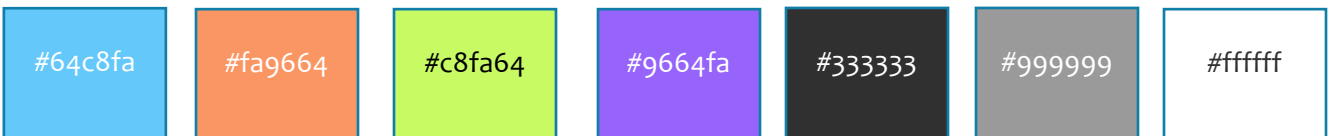
## Site Map

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## Color Scheme

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HEX: #64c8fa	HEX: #fa9664	HEX: #c8fa64	HEX: #9664fa	HEX: #333333	HEX: 999999	HEX: #ffffff
R: 100	R: 250	R: 200	R: 150	R: 51	R: 153	R: 255
G: 200	G: 150	G: 250	G: 100	G: 51	G: 153	G: 255
B: 250	B: 100	B: 100	B: 200	B: 51	B: 153	B: 255
C: 60	C: 0	C: 20	C: 40	C: 69	C: 43	C: 0
M: 20	M: 40	M: 0	M: 60	M: 63	M: 35	M: 0
Y: 0	Y: 60	Y: 60	Y: 0	Y: 62	Y: 35	Y: 0
K: 2	K: 2	K: 2	K: 2	K: 58	K: 1	K: 0

Footer Bar Background Color

Copyright Site Title Date

Color for  
hovered  
links if  
needed

Header and Footer Background Color

Title

Subheading

Site Address City State Zip Telephone

Number Email Address

Menu Background Color

Home Franklin Greenville Springfield Storm Center Gallery

Main Background Color

Paragraph Text h2 h3

## Typography

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The primary text fonts are Verdana and Georgia (stacked in that order).

Subheading	Verdana	20px	#fa9664	Sample
Navigation	Verdana	36px	#ffffff	Sample
Headers (h1)	Verdana	40px	#c8fa64	Sample
Headers (h2)	Verdana	24px	#fa9664	Sample
Headers (h3)	Verdana	24px	#fa9664	Sample
Footer	Verdana	14px	#c8fa64	Sample
Footer-bar	Verdana	14px	#c8fa64	Sample
Paragraph	Georgia	16px	#333333	Sample

## Wire-Frame Sketches

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Graphic

Title

Subheading

Home

Franklin

Greenville

Springfield

Storm Center

Gallery

Title
Information
Photo

Name
Address
City State Zip
Phone
Email

Copyright	Title	Date
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Graphic

Title

Subheading

Home

Franklin

Greenville

Springfield

Storm Center

Gallery

Title

Information

Photo

Name

Address

City State Zip

Phone

Email

Copyright

Title

Date

Graphic	Title		
	Subheading		
	Home		
	Franklin		
	Greenville		
	Springfield		
	Storm Center		
	Gallery		
	Title  Information  Photo		
	Name Address City State Zip Phone Email		
	Copyright	Title	Date