

Website Planning Document

Weather Outlook

Author: Rachel Bichsel

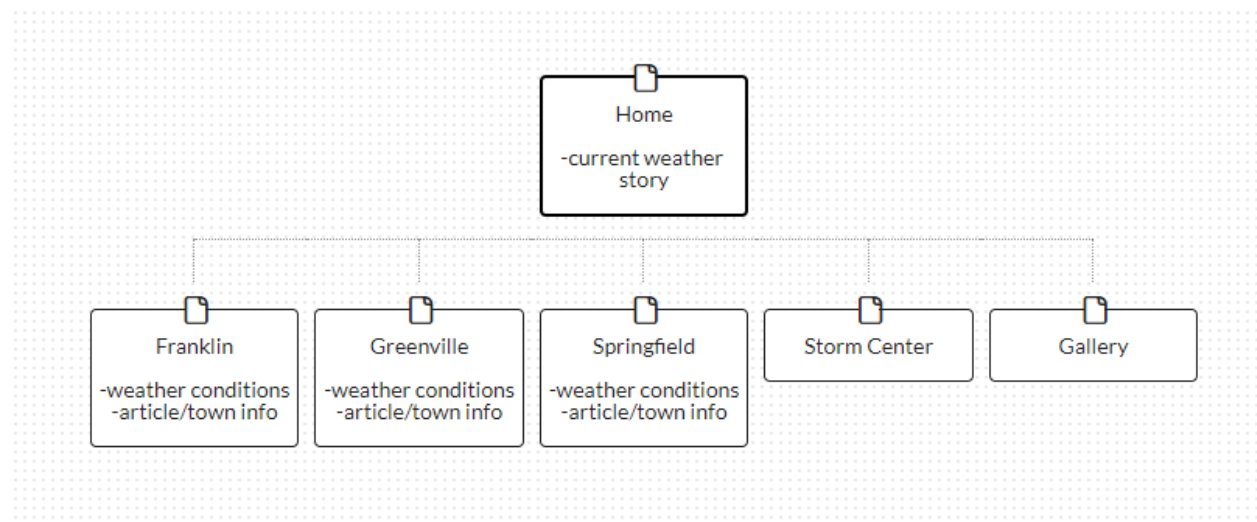
Site Purpose

The purpose of this site is to help individual receive weather forecasts in the city of Franklin, Springfield, and Greenville. It will be a fast way to see the weather for today and even ten days in advance.

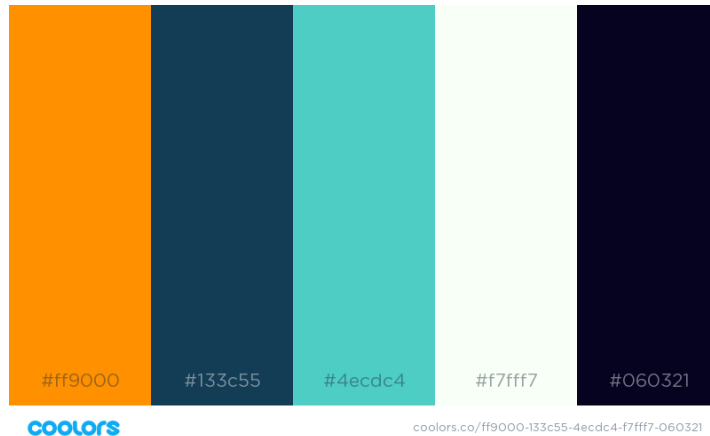
Target Audience

Our target audience will range from about 30-50. These are individuals who commute to work or are planning family trips. Most of the people in this range will check the weather from their phone on a daily basis before they head out for the activities for the day. A good amount also will check from computers. They will usually be in a rush because they a family to take care of and places to be.

Site Map



Color Scheme



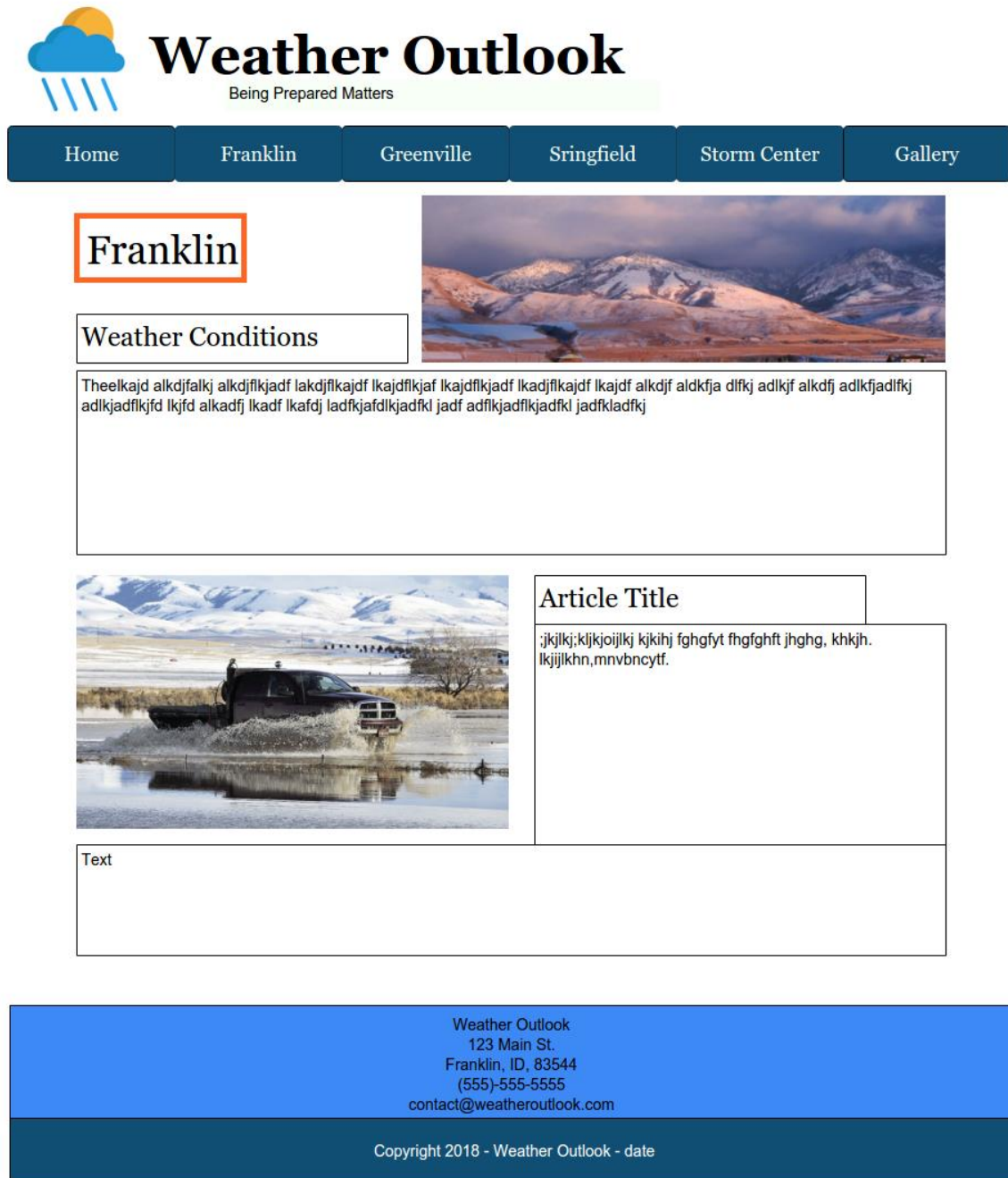
The main color of the website will be blue (I changed #133c55 to #114e74 for a lighter color) which can be associated with the sky and can create calmness and trust with viewers. #ff9000 will be used as an accent. For example it will be used in the logo and for some accents like the name of the website and the color links turn to when hovered over. #f7fff7 will be used as the background. #4ecdc4 and #060321 as secondary accents to ensure that the orange isn't overbearing.

Typography

The main font will be Egyptian Slate (or Georgia if not available) and Tahoma (or sans serif font).

Site header	Egyptian Slate Std	48px	# ff9000	Sample
Primary Navigation	Egyptian Slate Std	20px	#ffffff or off white color	Sample
Heading 1	Egyptian Slate Std	36px	#00000	Sample
Heading 2	Egyptian Slate Std	30px	#00000	Sample
Heading 3	Egyptian Slate Std	24px	#00000	Sample
Footer	Egyptian Slate Std	14px	#00000 or #ffffff	Sample
Paragraph text	Tahoma	14px	#00000	Sample

Wire-Frame Sketches



Large



Weather Outlook

Being Prepared Matters

[Home](#)[Franklin](#)[Greenville](#)[Springfield](#)[Storm
Center](#)[Gallery](#)

Franklin

Weather Conditions

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Article Title

;klkjoiilkj kjkihj fghgfyf fhgfhft jhghg, khkjh. lkijlkhnmnvnbcytf.

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Medium



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Home

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Greenville

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Franklin

Weather Conditions

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lkjfd alkdjfk lkadf lkafdj ladjkjadfkjadfkj jadf adfkjadfkjadfkj jadfkladfjk

Article Title



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Small