

WeatherView

Site Plan



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CIT230: 07

Site Purpose

The purpose of the Weather View website is to provide up-to-date and projected weather forecasts and road conditions for the areas of Franklin, Springfield, and Greenville. A Storm Center page will also provide them with critical weather information and a gallery of weather from the participating areas. The information provided will help individuals assess needs to prepare for various weather types and what to expect when they are outside in the participating areas.

Target Audience

Our target audience is any individuals or groups of both genders located in the target areas who live in or will be visiting in the upcoming future.

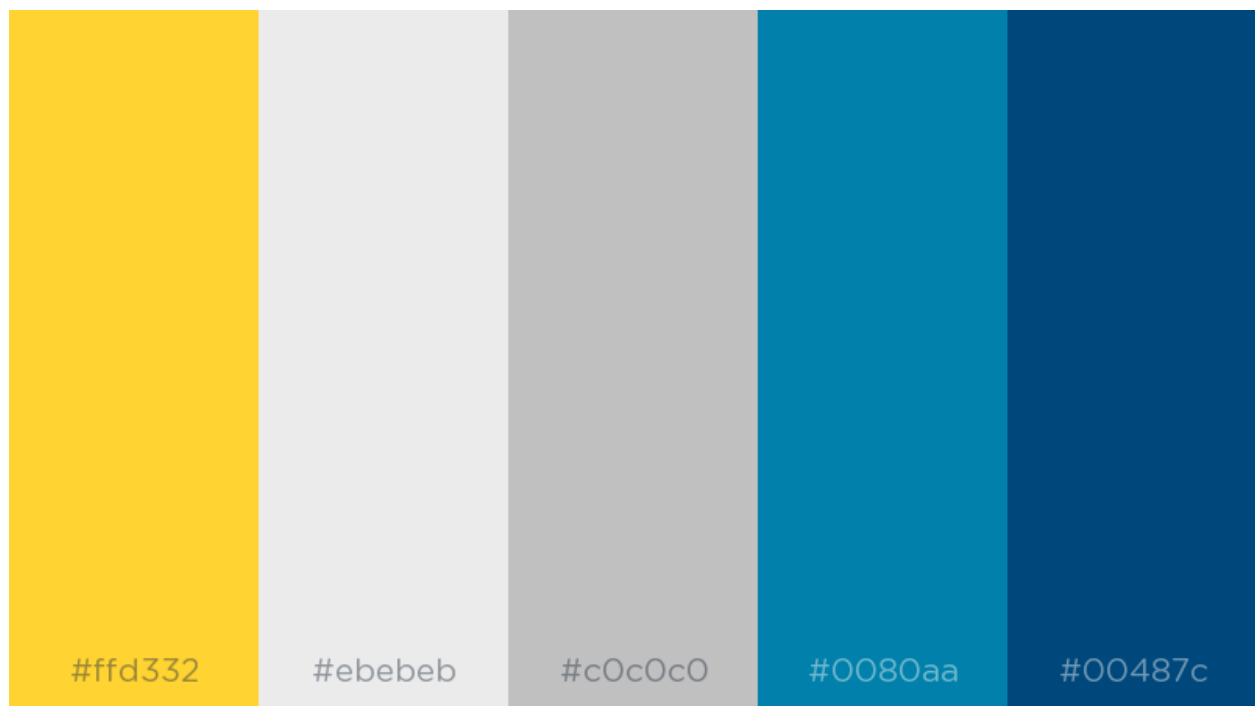
- Individuals
 - Individual visitors come from all economic and educational levels in life. The range starts with elementary students who read to adults. Generally, individuals are attempting to plan clothing, outward, and activities either for the day or in the near future.
- Families
 - Families range from small to large and include very active families wanting to participate in outdoor recreation activities to special needs families that may need to avoid an area due to the weather.
- Business or Leisure Travelers
 - Travelers will often be searching to see how the weather differs from where they live so they can plan clothing needs appropriately. This is helpful in instances where a weather forecast will determine if a traveler may need to purchase a different type of clothing item than they currently own.
- School or Tour Groups and Sports Teams
 - The weather forecast for these groups will help determine if they need to continue, move, or cancel an event. It also gives coordinators the ability to notify attendees to dress for a certain type of weather.

Site Map



Color Scheme

Color Palette



Element	Hex #	Fill
Header	#00478a	
Nav	#00487a	
Main	#ffffff	
Footer	#c0c0c0	
Button	#ffd332	

Primary	Secondary	Accent	Accent
#01487c	#c0c0c0	#0080aa	#ffd332

Website Logo



Typography

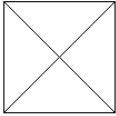
Element	Font	Size	Hex #	Sample
Site Header	Arvo	2em/32px	#ffffff	Sample
Primary Navigation	Open Sans	1em/16px	#ffffff	Sample
Footer Navigation	Open Sans	0.750em/12px		Sample
Heading (h1)	Arvo	2em/32px	#00487c	Sample
Heading (h2)	Arvo	1.5em/24px	#00487c	Sample
Heading (h3)	Arvo	1.250em/20px	#00487c	Sample
Paragraph text (p)	Open Sans	0.875em/14px	#000000	Sample

Primary Navigation		
<u>a:link</u>	#ffffff	Sample
a:visited	#c0c0c0	Sample
a:hover	#ffd332	Sample
<u>a:active</u>	#ffffff	Sample

Links		
<u>a:link</u>	#0080aa	Sample
a:visited	#c0c0c0	Sample
a:hover	#ffd332	Sample
<u>a:active</u>	#0080aa	Sample

Wireframes

Desktop



WeatherView

Precision Forecasting

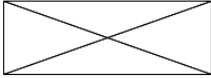
[Home](#) [Franklin](#) [Springville](#) [Greenfield](#) [Storm Center](#) [Gallery](#)

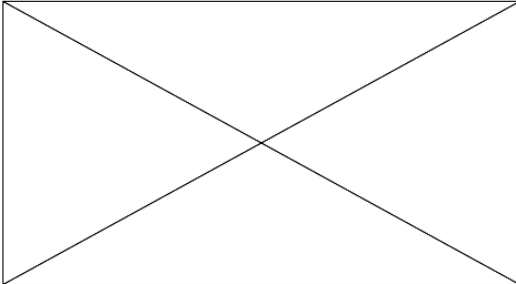
Area Weather Alerts

Weather Data

Currently: 90

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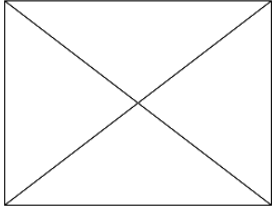





10-Day Forecast


Day	Description	HIGH/LO	Precip	Wind	Humidity
Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6
Cell 7	Cell 8	Cell 9	Cell 10	Cell 11	Cell 12
Cell 13	Cell 14	Cell 15	Cell 16	Cell 17	Cell 18
Cell 19	Cell 20	Cell 21	Cell 22	Cell 23	Cell 24
Cell 25	Cell 26	Cell 27	Cell 28	Cell 29	Cell 30
Cell 31	Cell 32	Cell 33	Cell 34	Cell 35	Cell 36
Cell 37	Cell 38	Cell 39	Cell 40	Cell 41	Cell 42
Cell 43	Cell 44	Cell 45	Cell 46	Cell 47	Cell 48
Cell 49	Cell 50	Cell 51	Cell 52	Cell 53	Cell 54
Cell 55	Cell 56	Cell 57	Cell 58	Cell 59	Cell 60


Article





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Tablet

Mobile Phone