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CIT 230: 02
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Website Planning Document

Sunny Days Weather Site
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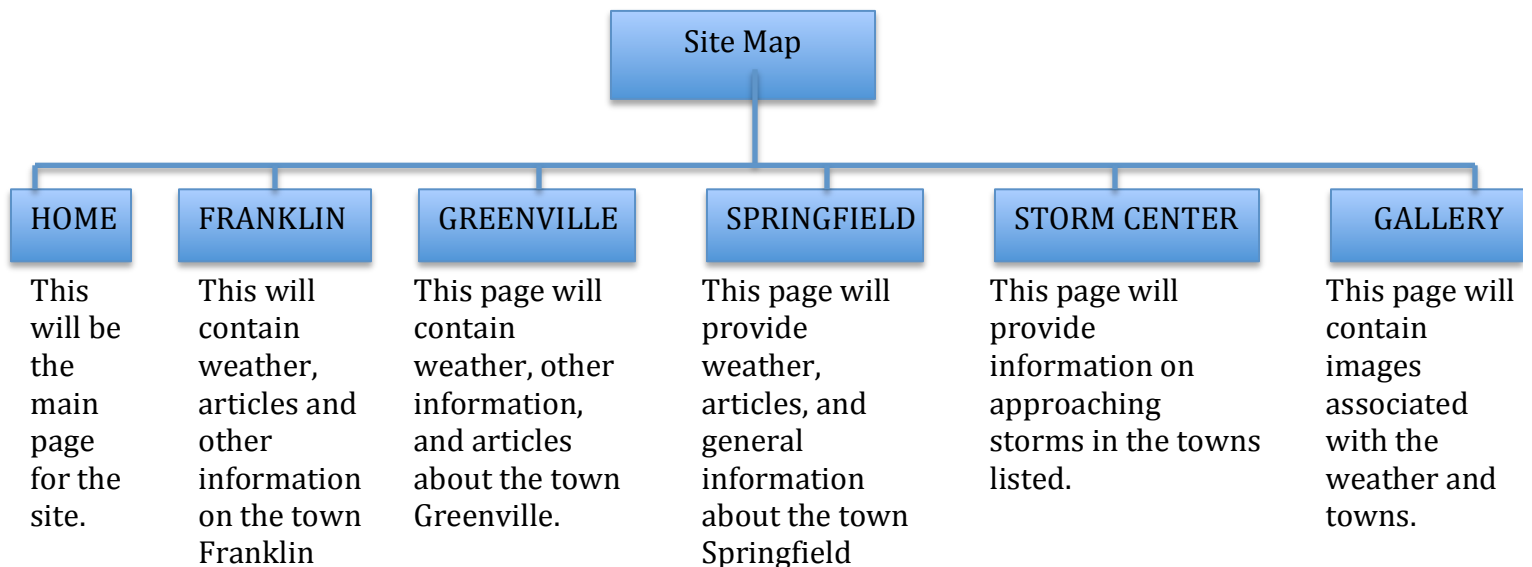
Site Purpose

The purpose of Sunny Days is to provide a current weather story with a corresponding image along town information. The website will also contain information on three separate towns (Franklin, Greenville, and Springfield) and each page will provide weather conditions, town information, and relevant articles. The website will also be mobile, tablet and browser friendly, in order to meet the demands of all readers.

Target Audience

I did some research on visitor demographics for "The Weather Channel." According to Alexa.com (an Amazon statistics company), the larger majority of visitors to the website are female. The average viewer has "some college" experience or higher, and the average viewer also visits the website from their work location. Other information I found was that interesting was that 72% of visitors have children and 65% of viewers live in areas with inconsistent/unpredictable weather (such as New York, Florida, Washington, etc.). The most interesting/crazy statistic that I found was that 88% of users visit the website using their mobile phone.

All this information is useful to me because it tells me that most visitors are parents, so they want to make sure their kids are dressed accordingly. I, personally, check the weather whenever my son and I go out and I always check the Weather Channel on my iPhone, so this makes sense to me. Based on this information, I want to make sure that my website is definitely mobile friendly and make sure that I have the most relevant content showing first on the corresponding pages. According to the article "How Users Read The Web," users mainly just scan new web pages, so I will make sure my site's content is information/content is scannable and appeals to viewers.



Color Scheme

For the color scheme I chose four colors:



I chose these colors because I felt that they well represented weather conditions but still provide a modern, elegant and professional vibe for a website. I plan to use the Perussian Blue as my main background color, the Ivory Black as the navigation and footer background, the Gold Leaf color as link text color and the text color for the Site Title and Motto, and the Sky Blue will be used as the “visited” link color for the navigation and the text color for the footer. The text color for my main text I plan to have in White #FFFFFF. As I design the website, where I use what color might change but for now, this is my plan.

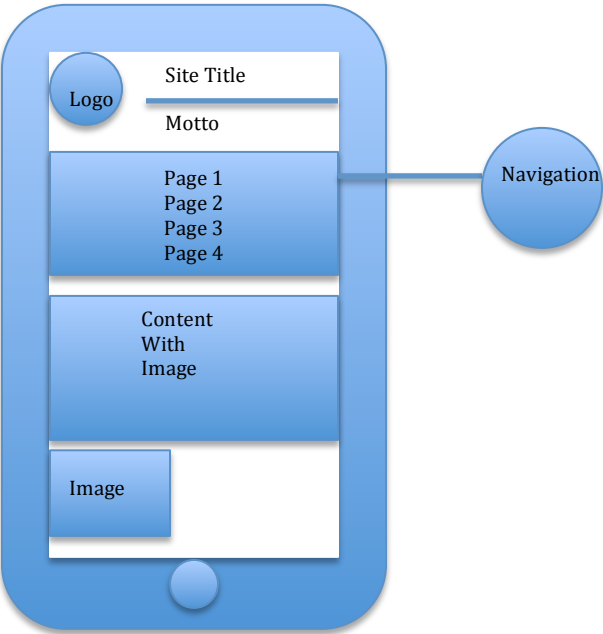
Typography

For this website I want my fonts to have a professional feel to them, so the fonts that I use will be sans-serif. I want them to compliment each other but also be different. My plan is to use “Brandon Grotesque” for my headings, and “Gotham” for all other main text.

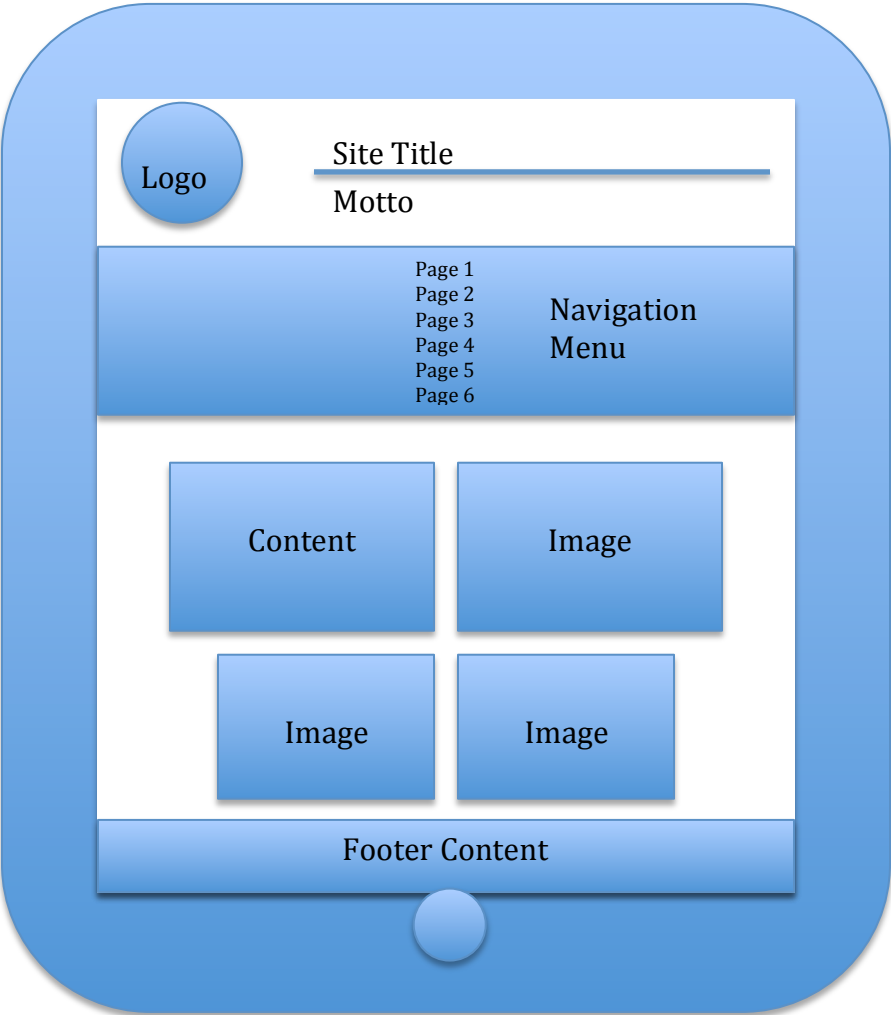
Site Header	Brandon Grotesque	40px
Primary Navigation	Gotham	30px
Footer	Brandon Grotesque	14px
Heading 1 (h1)	Brandon Grotesque	24px
Heading 2 (h2)	Brandon Grotesque	18px
Heading 3 (h3)	Brandon Grotesque	14px
Paragraph Text (p)	Gotham	12px

Wireframe Sketches

Mobile Device:



Tablet:



Browser:

