

# Website Planning Document



Sunny or rainy  
Author: Cristobal A. Celis

## Site Purpose

The purpose of the site is to report to the user about how is the weather in Franklin, Springfield and Greenville.

### General Goal.

Have a website that have an accessibility to all the user agents and the target audience and that it is sufficiently attractive to these different groups.

### Specific goals

1. Make a site that have a readable, understandable and easy to navigate content

This goal is going to be implemented before the completion of the website project and they way to measure it is by adherence to the PARCT design principles and utilizing easy-to-use interfaces.

2. Make a site that is attractive to the user agent and the different personas

This page will center in the interest and behavior of the target audience and will be linked to different social media to attract people of the same segment.

## Target audience

The target audience is composed principally from people that go outside of the buildings that they live.

Roughly this people are:

Range of age: 16-65 (people of less age doesn't care much of the weather and people that are older usually stays in home)

Gender: Both male or female.

The educational background:

1. People that know how to read (to understand the information presented in the website)
2. People that know how to use the internet
3. People that know how to interpret weather signs like temperature, climate, wind and other variables of the weather.

Marital status: Doesn't have an impact on the website usage

Typical careers:

1. Careers that involve being some long periods of time on the outside
2. Careers that involve going outside to go to a workplace and or back to their homes

Occupations that involve using the website:

1. Going to work and working (if it's outside)
2. Going to educational places
3. Doing exercise
4. Going to places of entertainment
5. Having entertainment or hobbies that involve being outside

Devise usage of the target audience:

1. Smart phones

It's easy to investigate with these devises before going outside, because they don't involve a long lasting turning on process, and because it is easy to access them before preparing to the weather conditions outside.

## 2. Personal Computers

Also, there is going to be some usage of the personal computers by the target audience and this will be addressed by the website in a responsive manner.

The social media that is usually used by the target audience:

1. Facebook because it is widely used by different age ranges and it is used to get news and information according to different websites.
2. Whatsapp also widely used because of the easy access
3. Instagram to access to the different news of the weather and seasons of the towns

The target audience live:

1. The cities of Franklin
2. Springfield
3. Greenville
4. Places near to these cities.
5. Other places (lesser audience)

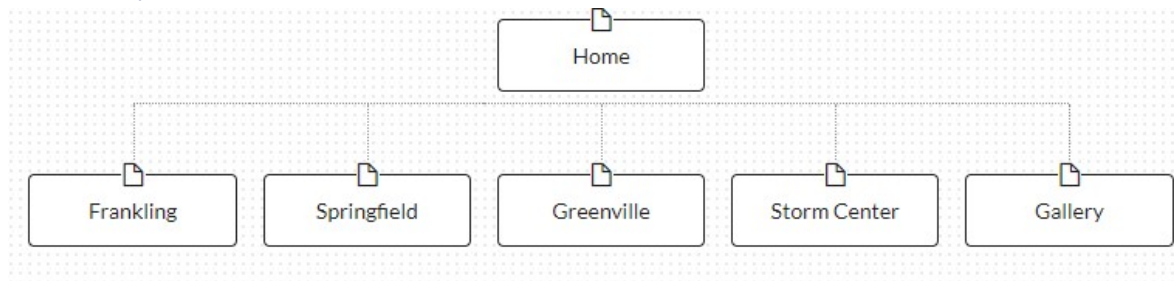
Psychographic:

People that enjoy or must go outside for different reasons and have a concern of how the weather is outside, also they have access to the internet.

The target audience wants, needs and expectations:

information about the weather in Franklin, Springfield and Greenville that is easy to access, also that is easy to navigate across the devices that they use

## Site map



## Color Scheme

- Dominant color (Neutral to all the audience)

Black

#000

- Accent colors (Light blue to simulate calm and credibility)

Light Blue

#3c8ed2

- Background color. (To give more readability to the rest of the page)

White gray

#f1f3f3

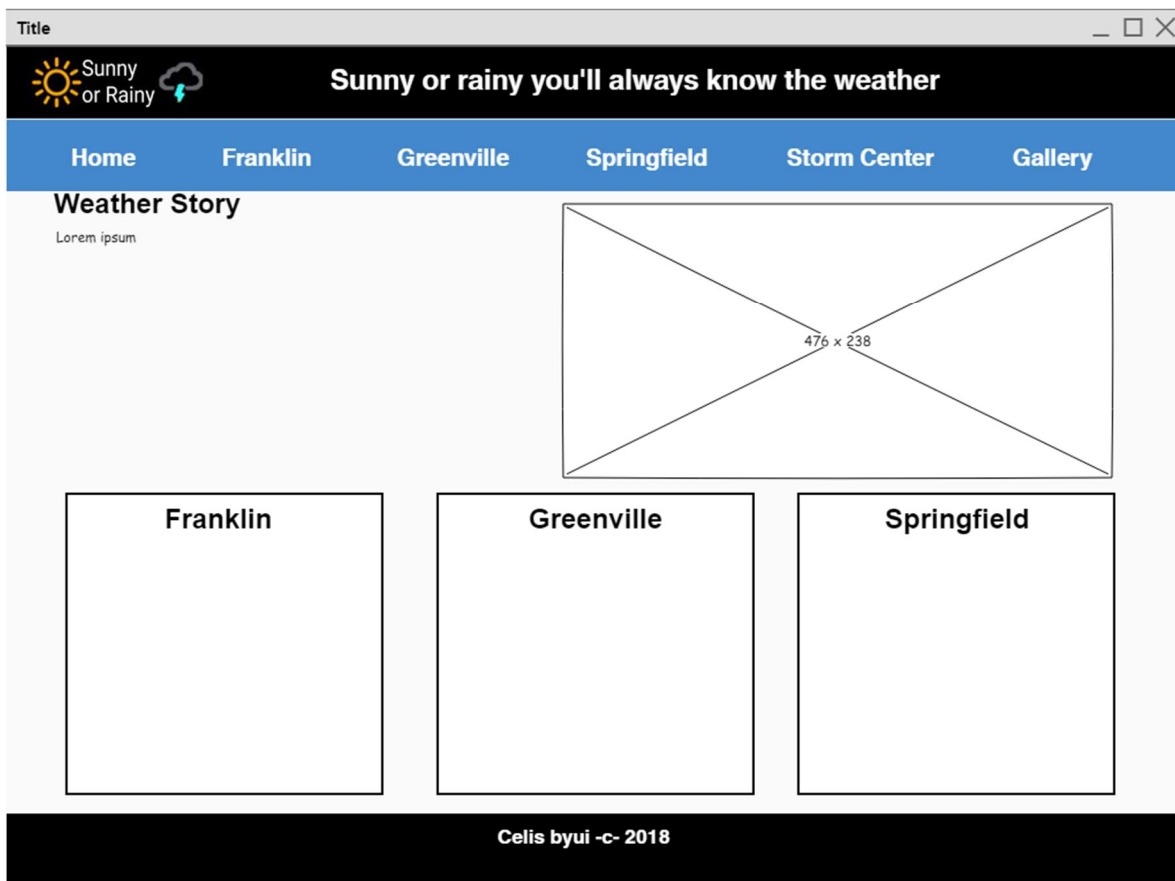
## Typography

The font that will be used in the site is going to be Helvetica, Arial or Garamond because they are readable by the users. The size is going to be 1rem because is the web standard and is going to vary through the headers to the footer.

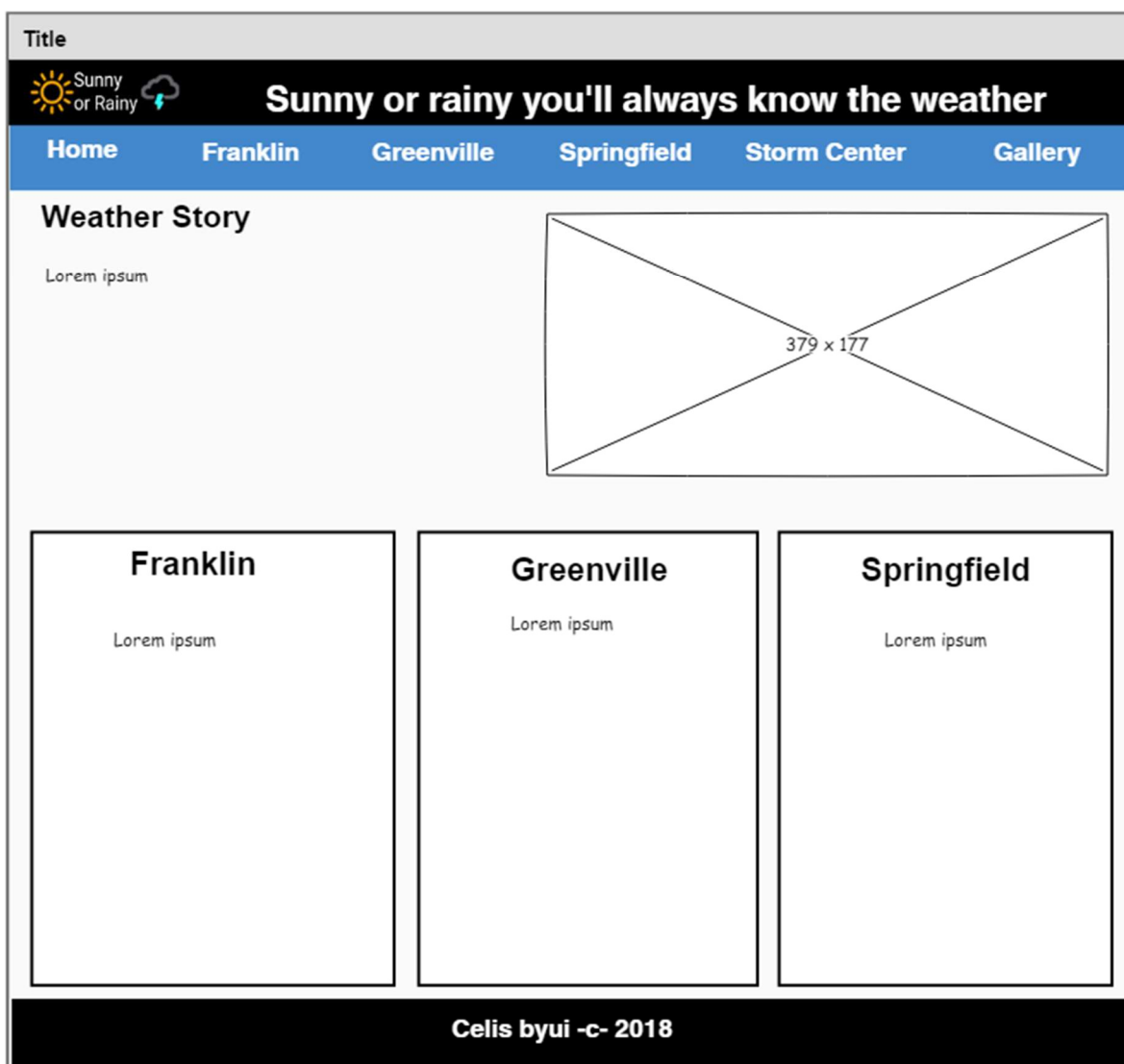
Markup	Style	Size	Color
Site Header	Helvetica Bold	1.4375 rem	#FFF
Primary Navigation	Helvetica Bold	1.4375 rem	#FFF
Footer Navigation	Helvetica Thin	0.875 rem	#FFF
Heading	Helvetica Bold	1.0625 rem	#000
Heading2	Helvetica Bold	1 rem	#000
Paragraph	Helvetica Standard	0.9 rem	#000

## Wire Frame Sketches

Normal size 1024x



Tablet Size



Mobile size

