

Site Title

Tri-City Weather

Site Purpose

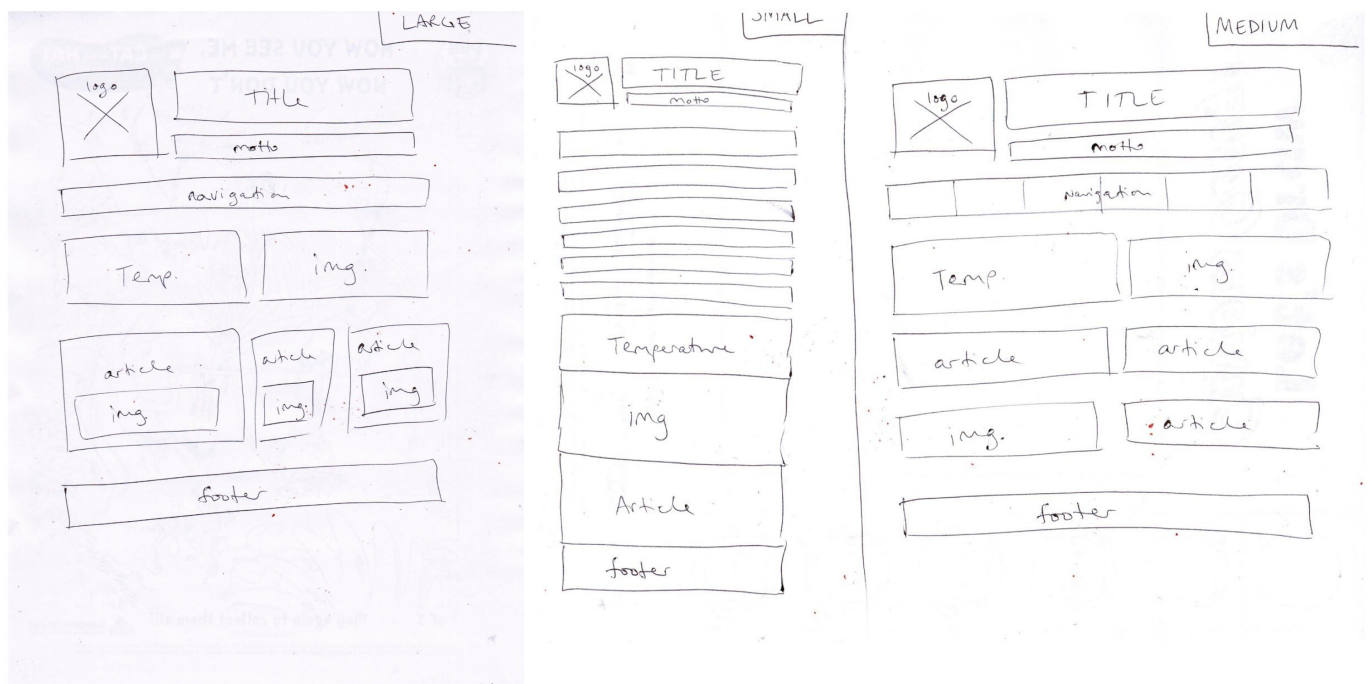
The purpose of this site is to provide weather information for families wishing to plan outdoor activities in different towns. Depending on the weather, different activities will be suggested or discouraged in articles. A gallery of images of the towns during different times of year will also be provided.

"Helping families know WEATHER it's FUN ... or not"

Target Audience

The target audience for this site is parents of children who enjoy doing things together outside. Both men and women will access this site as well as older children helping plan family activities. It's important that it be accessible from many devices since people will check it multiple times to make sure of the weather. Although some out-of-towners may access this site, the main audience are those who are close enough for a day trip. They are of the middle class, family time is important but budget is limited, so the activities suggested are catered accordingly. Articles are short and packed with helpful information that is easy to scan and glean. Pictures included on the site include families and children doing outdoor activities.

Site Map



Color Scheme

#8e99a2	#d9d9d9	ffffff	#000000	#ffe168

Typography

Site Header	Arial Black	40px	ffffff #8e99a2	Header
Primary Navigation	Arial	30px	#ffe168 #8e99a2	Navigation
Footer Navigation	Arial	20px	ffffff #8e99a2	Footer
h1	Arial Bold	30px	#8e99a2	Sample
h2	Arial Bold	25px	#8e99a2	Sample
h3	Arial Bold	20px	#8e99a2	Sample
H4 hi/low temperature	Arial	16px	#8e99a2 #d9d9d9	Sample Sample
p	Georgia	16px	#000000	Sample