Website Planning Document

Home Town Country Weather

Author: Conner Smith

Site Purpose

Provide Weather information for Franklin, Springfield, Greenville while allowing residents to connect to one another between the three cities. Weather related stories and gallery images will be shared. Allows users to view and track storms that are heading towards these towns. Users can also share their own stories and images.

Target Audience

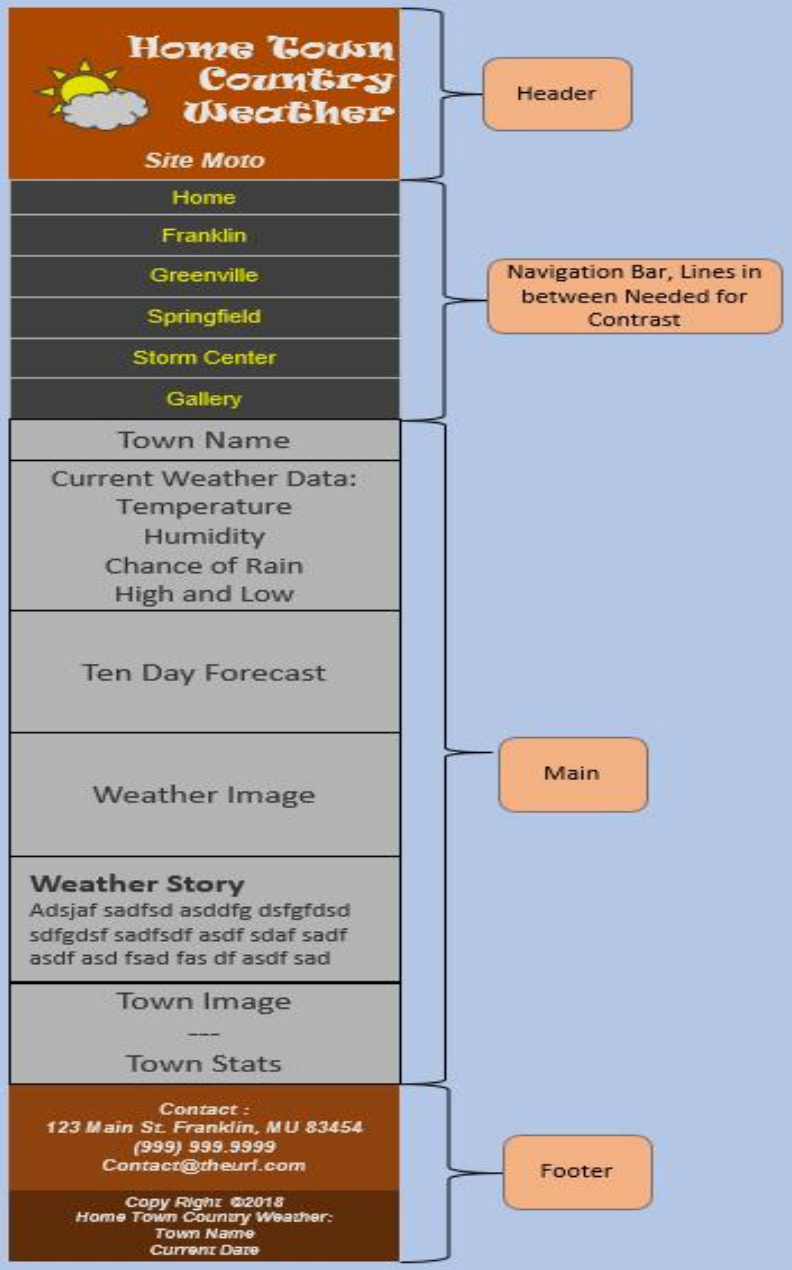
The focus of the site will be towards middle age individuals that enjoy the outdoors in this tri-city area. Common activities of this group would include hiking, rock climbing, and kayaking. The website would enable them to share images of their outdoor adventures as well as the state of the current weather on their favorite hiking trails. Users would also find the site useful to inform other users of town events, and facts about the town for those visiting. This group would fall into the middle-class range of $42,00 to $125,000 of gross income annually. More than 75% of users will be married and participate in outdoor activities with their spouse. The site will primarily be accessed through mobile devices representing 70% of traffic. Users will also access the site through medium sized screens 10% of the time, the remaining 20% of site traffic will come from full sized devices like a home desktop or work laptop.

Site Map

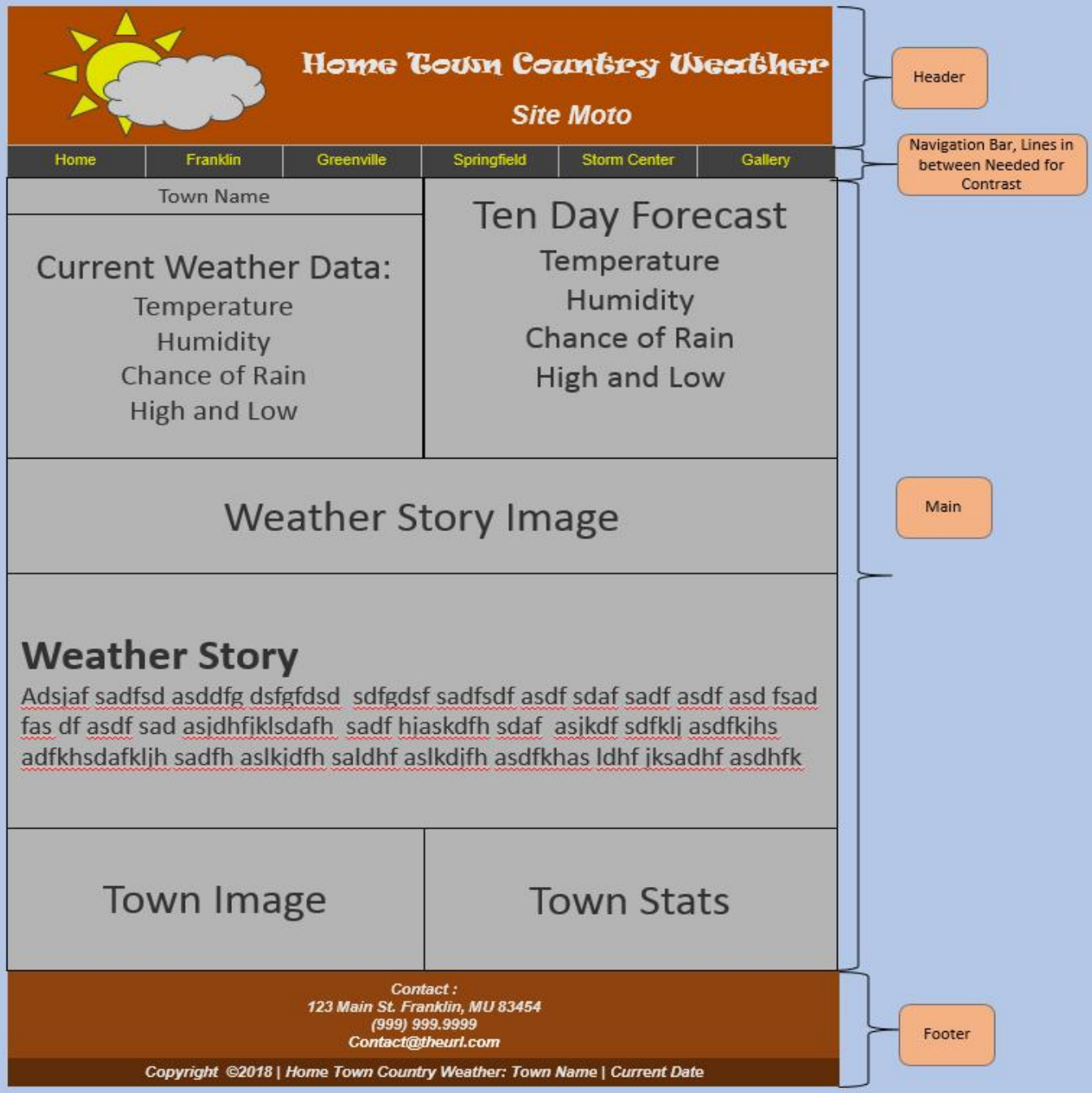
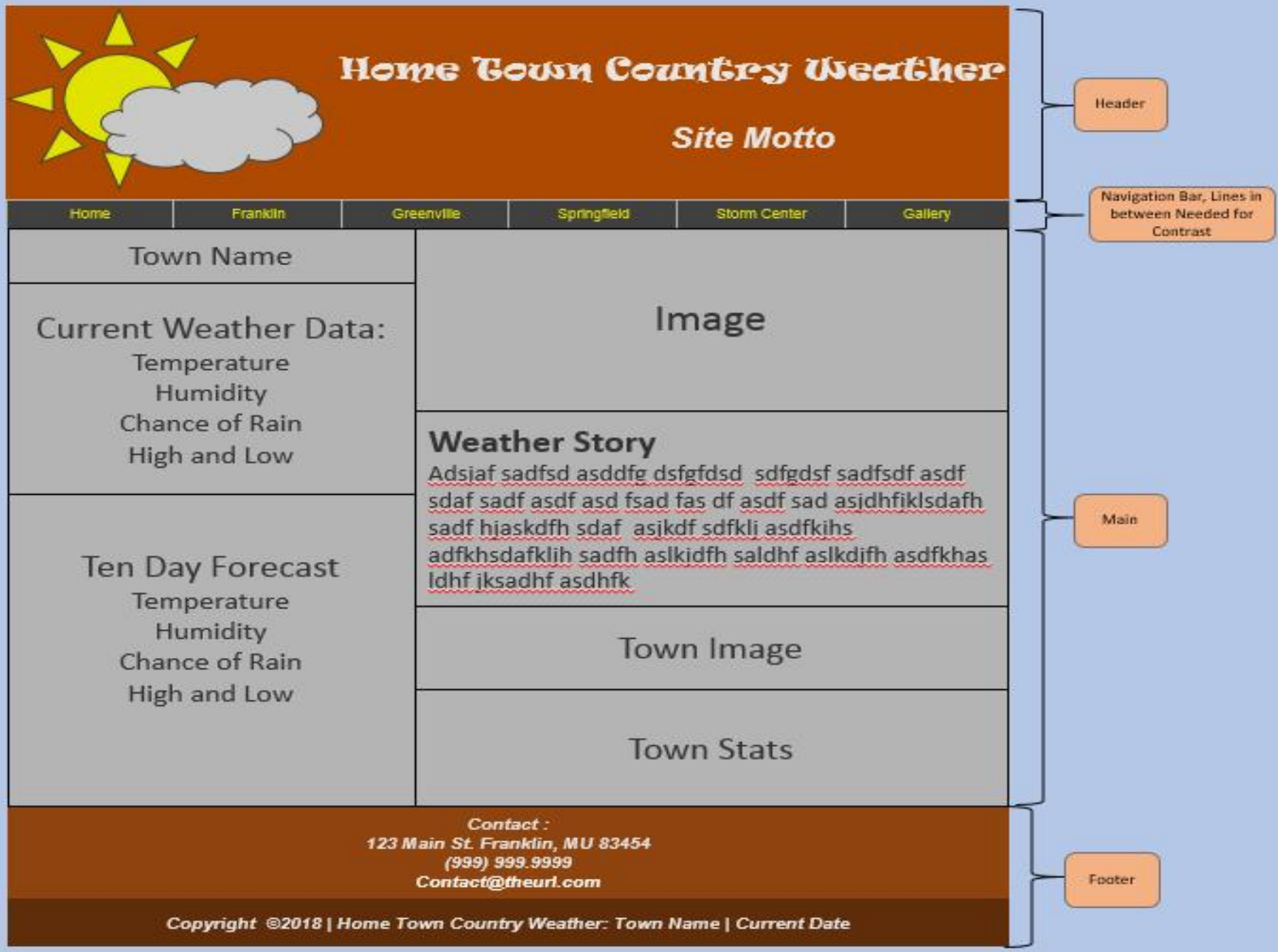
Color Scheme & Typography

Elements	Font-Family	Font-Size	Font-Style	Background	Font Color	Outline	Samples
Site Header	Ravie	34PX	Italicized	#AD4900	#E6E6E6	None	Sample
Heading 1 (h1)	Ravie	34PX	Italicized	#AD4900	#E6E6E6	None	Sample
Subheading Class	Arial	24PX	Italicized and Bold	#AD4900	#E6E6E6	None	Sample
Top Navigation Bar	Arial	28PX	Normal	#404040	#E2E200	None	Sample
Body	Verdana	16PX	Assigned	#B4B4B4	#323232	None	Sample
Sun Logo	NA	NA	NA	#404040	NA	#404040	
Cloud Logo	NA	NA	NA	#C8C8C8	NA	#404040	
Heading 2 (h2)	Arial	24PX	Bold	Inherited	#323232	None	Sample
Heading 3 (h3)	Arial	20PX	Bold	Inherited	#323232	None	Sample
Paragraph Text (p)	Verdana	16PX	Normal	Inherited	#323232	None	Sample
Footer Top	Arial	20PX	Normal	#5F2D0A	#E6E6E6	None	Sample
Footer Bottom	Arial	20PX	Normal	#5F2D0A	#E6E6E6	None	Sample

Wire-Frame Sketches: Small View



Wire-Frame Sketches: Medium View



Wire-Frame Sketches: Large View