

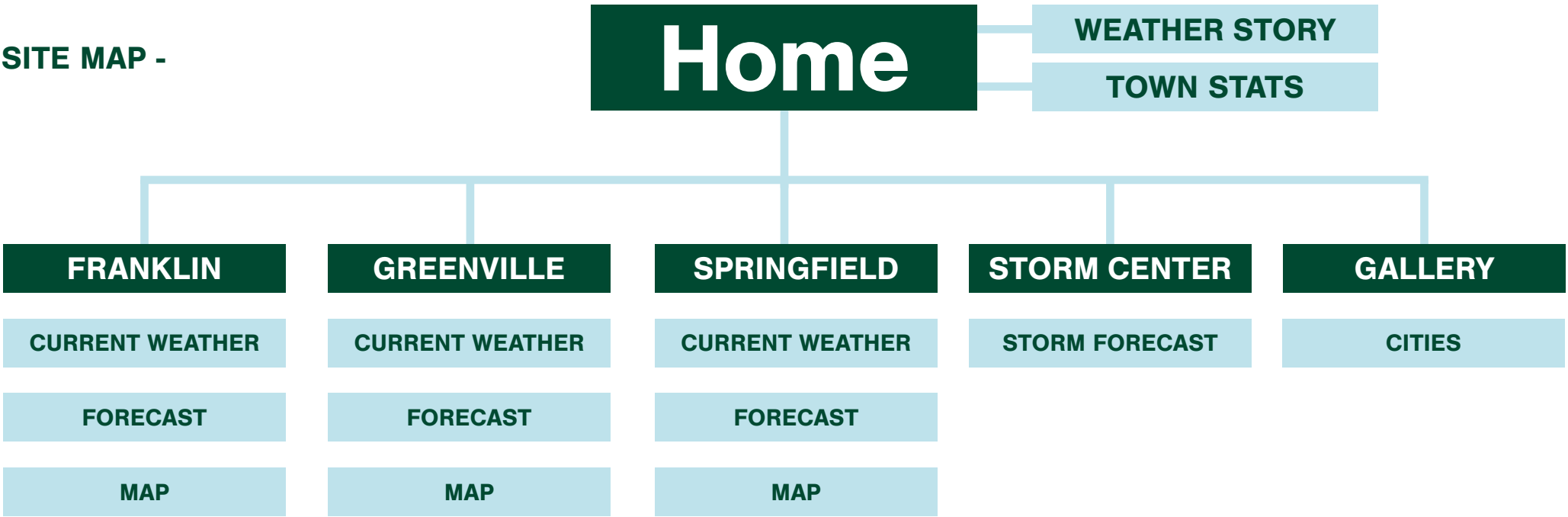
WEBSITE PLANNING DOCUMENT

NIMBUS COUNTY WEATHER | AUTHOR - ETHAN RUSSON

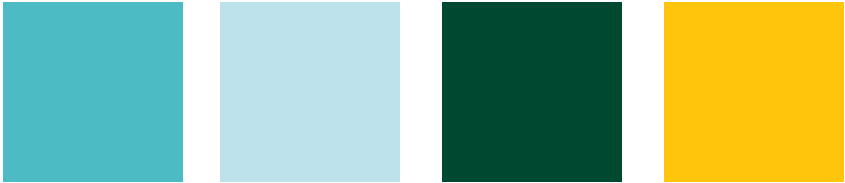
SITE PURPOSE - The goal of Nimbus County Weather is to provide quick and easy access to weather information regarding the cities of Franklin, Greenville, and Springfield. Ideally, citizens of the area will frequently visit the site to check the forecast. I chose the name Nimbus County Weather to avoid misleading site visitors that the website will tell them the weather in a city of their choice.

TARGET AUDIENCE - Considering that most people check the weather through native apps on their mobile devices, most of the site visitors will be those who do not tend to do so. These people will either be on desktop, or they will simply be googling the forecast of one of the three cities on the website. This means the target audience is any adult (most likely 35+) living in the area, or planning on visiting the area. Despite most web traffic being done through mobile, I expect this target audience will frequent the site more on desktop.

SITE MAP -



COLOR SCHEME -



TYPOGRAPHY - This website will utilize one of my favorite typefaces: Nimbus Sans. With its various weights and high legibility, Nimbus Sans is an extremely clean and trustworthy grotesque sans serif. The typeface was inspired by Helvetica.

Site Header

Primary Navigation

Footer Navigation

<h1> Header

<h2> Header

<h3> Header

<p> Paragraph



Nimbus County Weather

Accurate weather updates and storm info for Nimbus County

Franklin

Greenville

Springfield

Storm Center

Gallery

Franklin - Today

High
56°
Low
25°



Chance of Rain: 20%
Wind: sw 20 mph
Feels like: 52%
Humidity: 42%
Precipitation: 0 in
Visibility: 10 mi



02/24

High
56°
Low
25°



02/25

High
56°
Low
25°



02/26

High
56°
Low
25°



02/27

High
56°
Low
25°



02/28

High
56°
Low
25°



02/29

High
56°
Low
25°



Nimbus County Weather

1234 Center St.
Springfield, WA 84468
(123)456-789
contact@ncw.com



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