

Website Planning Document

Name: SunShower

Author: Brandon Fredley

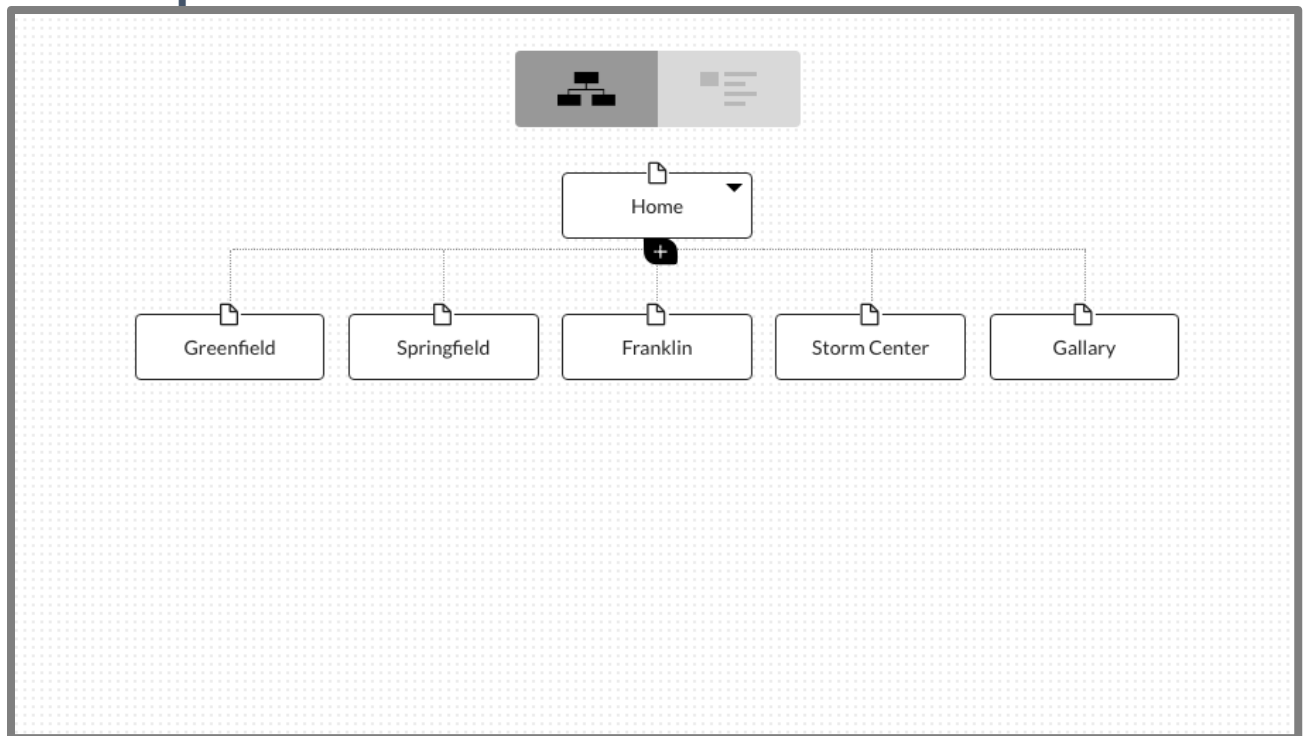
Site Purpose

The purpose of the site is to allow viewers to quickly find the information on weather that they want to view faster. It will They will be able to make decisions on how they should dress and plan for the day.

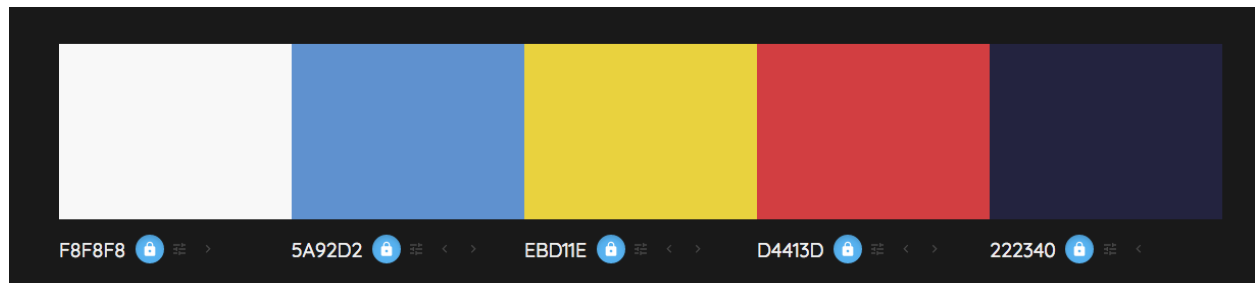
Target Audience

The target audience will be male and female, Mid 20's to Mid 30's. They are of middle class status and enjoy being active and social. They are interested in the weather as an overall but not interested in the science or details about it. They have many other things to worry about and don't have time to research and understand weather. They want to be able to quickly check the weather some highlights of information and move on with the rest of the day.

Site Map



Color Scheme



The main color of the site will be Yellow #EBD11E. The logo and other secondary headings or styles will primarily be this Yellow color.

The secondary color will be blue #5a92d2 this will be an accent color and used for headings. The blue is easy to read and not as intense as the red and yellow.

The red #D4413D will be used as an accent color and be used for more important information. It will be used for more important headings.

The primary background will be white #ffffff

I will be using gray for the typography #7a7978 and various elements

The Dark blue #6cd4ff will be used for hyperlinks, some text as well as some backgrounds and other elements.

Typography

I chose Montserrat and Roboto from the google fonts selection. I wanted some modern and unique typography that also had easy readability.

Montserrat

Heading 1

Heading 2

Heading 3

I chose these font styles for various reasons. I wanted the headings to grab the eye and allow the reader or viewer to quickly see the most relevant information. The bold colorful headings allow for greater visibility and help the viewer to know where to look. I chose a smaller and less colorful font for heading 3 because though it is important I didn't want it to stand out as much as heading 1 and 2. I chose this particular typeface because of its modern style as well as a little uniqueness adding more fun and variety trying to make weather more exciting.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()_+

I chose this font for my body copy because of the readability of the font. The sans-serif style allows for a more modern and cleaner look and it goes well with Montserrat.

Wireframes

