

Website Planning Document

The Weather Track

Author: Guillermo O. Student

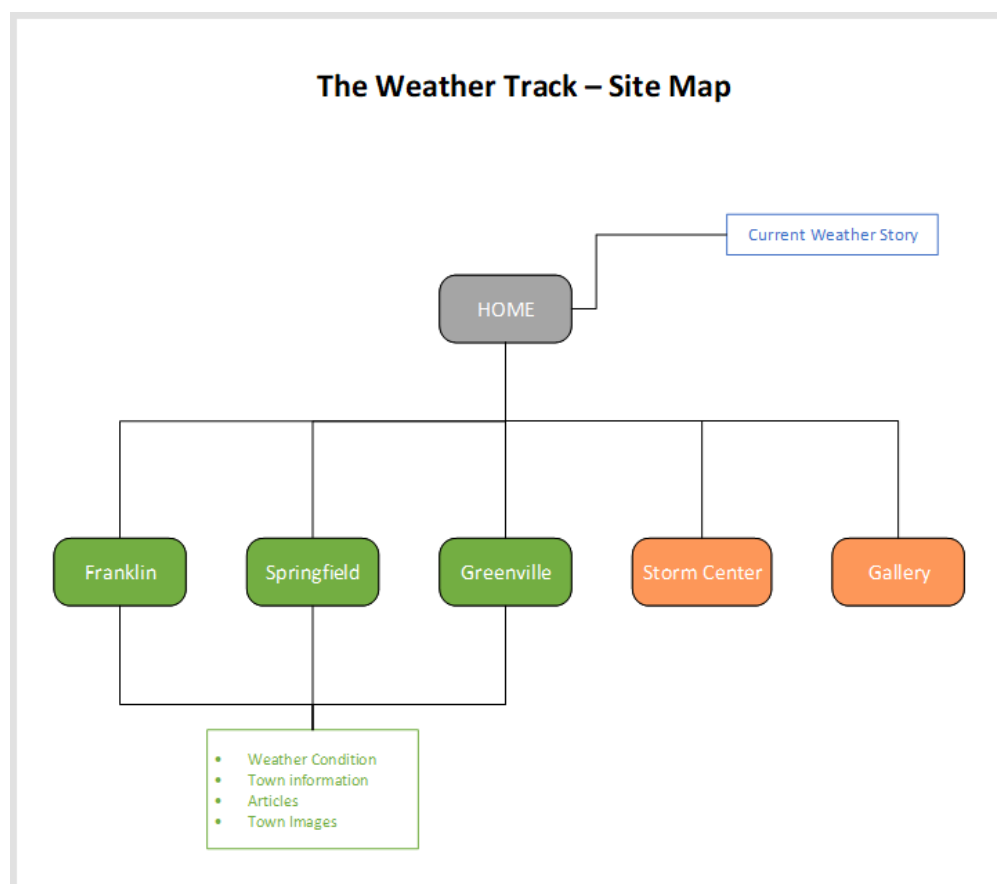
Site Purpose

- The sole purpose of the website is to provide weather information for a defined set of city towns (Franklin, Springfield, and Greenville) while providing relevant information about current weather forecast, 10 days forecast, storm alerts, and city related picture gallery. The website will also provide relevant information about events happening in the defined city towns.

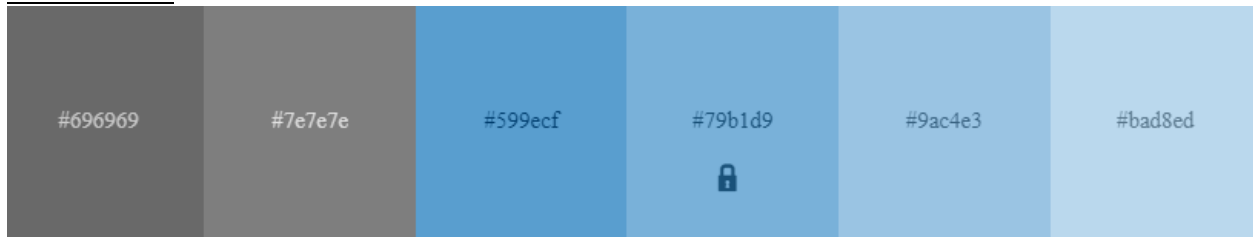
Target Audience

- The primary target audience is the residents of the aforementioned city towns, as well as tourists or other outside audience interested in the weather forecast of these cities. The website will be designed in a simple way in order to appeal all levels of socioeconomic statuses. The primary audience age group will be between 18 to 50 years old.

Site Map



Color Scheme



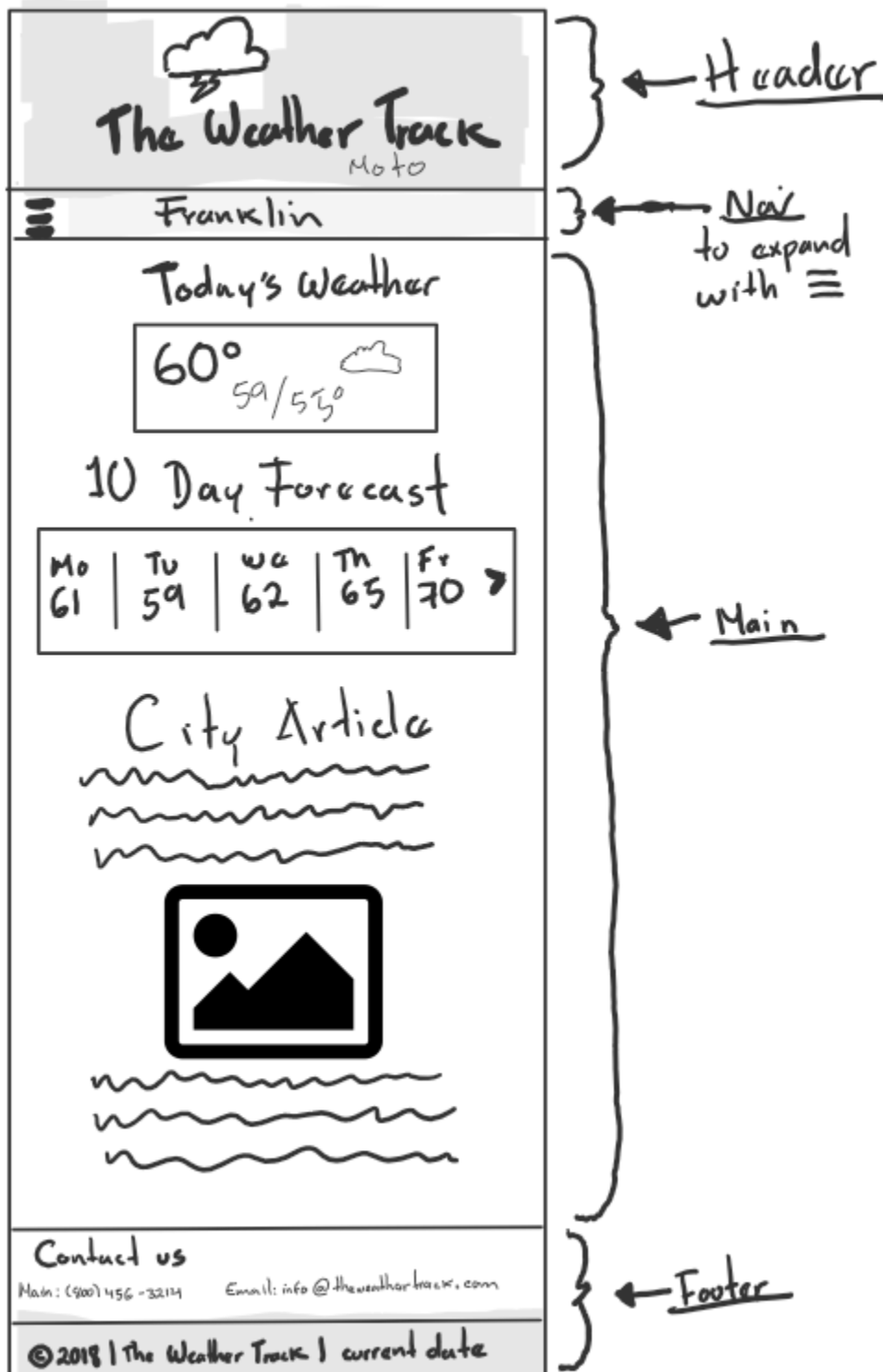
- #696969: Header
- #7e7e7e: Footer
- #599ecf: Navigation menu
- #bad8ed: Hover navigation item
- #79b1d9: Press navigation item

Typography






Site Header	Franklin Gothic Book - Bold	40px	#ffffff	Sample
Primary Navigation	Calibri Light	25px	#333333	Sample
Footer Navigation	Calibri	20px	#ffffff	Sample
Heading h1	Calibri	25px	#000000	Sample
Heading h2	Calibri	20px	#000000	Sample
Heading h3	Calibri	18px	#000000	Sample
Paragraph text	Calibri	16px	#000000	Sample

Wire-Frame Sketches

Small View Sketch



Medium View Sketch

	<h1>The Weather Track</h1> <p>Moto</p>																				
Home Franklin Greenville Springfield Storm Center Gallery																					
<h2>Today's Weather</h2> <div><div>60° 59/57</div><div></div></div>																					
<h2>10 Day Weather</h2> <table border="1"><tr><th>Mo</th><th>Tu</th><th>We</th><th>Th</th><th>Fr</th><th>Sa</th><th>Su</th><th>Mo</th><th>Tu</th><th>We</th></tr><tr><td>60</td><td>59</td><td>70</td><td>75</td><td>80</td><td>80</td><td>81</td><td>82</td><td>80</td><td>79</td></tr></table>		Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	60	59	70	75	80	80	81	82	80	79
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We												
60	59	70	75	80	80	81	82	80	79												
<h2>City Article</h2> <div></div> 																					
<h2>Contact us</h2> <p>Main : (800) 456-3214 Mail: info@theweathertrack.com</p>																					
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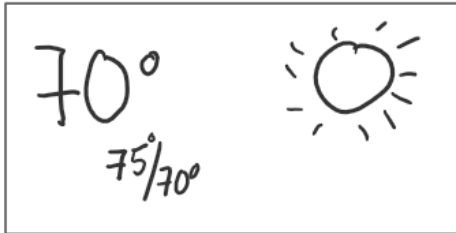


The Weather Track

Moto

Home | **Franklin** | Greenville | Springfield | Storm Center | Gallery

Today's Weather



10 Day Weather

No	Tu	We	Th	Fri
70	71	71	75	80
0	0	0	0	0

• 0

City Article



Contact us

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