

Website Planning Document

Lightning Quick Weather

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Site Purpose

The purpose of this site is to make it easy for residents in Franklin, Springfield, and Greenville to be able to quickly access their weather, anytime, anywhere. It should provide weather radar, storm tracking, as well as current weather and the weekly forecasts.

Target Audience



This is Phil & Phyllis Brown. Phil is a retired farmer, who adores his wife. His life is all about family and being outdoors. Phyllis enjoys being outdoors with her husband, but she also has a passion for cooking and baking sweets for friends and family. They love when their grandchildren come to visit and they can spoil them with hugs, kisses and good food.



Meet Willa Williams, 35, mother of three. Her life revolves around her children, and making sure their needs are met. After being widowed a year ago, she has started college courses to finish the degree she started before becoming a mom. She is active in her church, as well as in the PTA at her children's school. She has little time or patience for anything else.

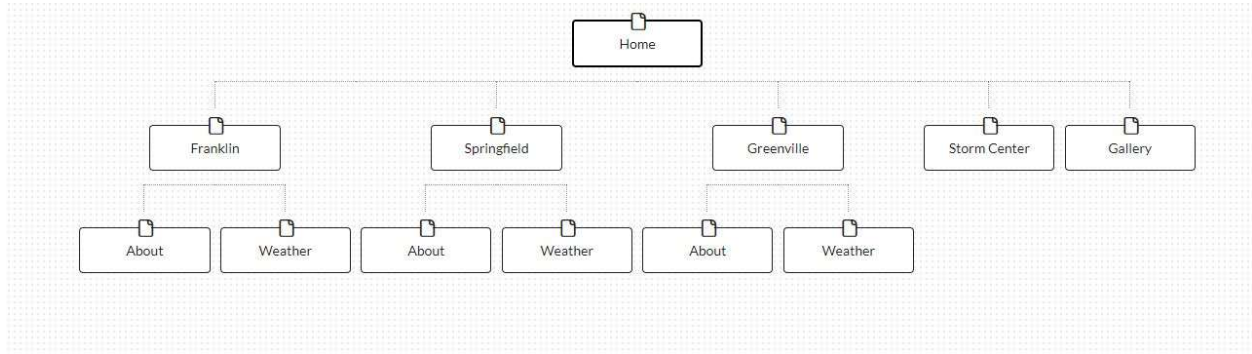


Jerome Peterson, 50-year-old bachelor and business executive. His life is fast paced and he prefers things to be quick and on the go. He is always looking to the future for the next best project. He lived in the apartment building around the corner from his work, and walks most everywhere he goes.


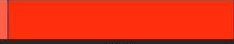



Corey Coachman is a 23 year old, high school science teacher, baseball head coach, middle school assistance coach, and his kids little league coach. He loves playing, watching and coaching sports, spending time with his wife and kids, exploring outdoors, and geo-caching. It doesn't pay much, but he loves what he does.

Site Map



Color Scheme

Primary color				
				
FFCE9D RGB: 255-206-157 RGB [%]: 100-80.8-61.8	FFA247 RGB: 255-162-71 RGB [%]: 100-65.5-27.8	FF850D RGB: 255-133-13 RGB [%]: 100-52.2-5.1	E97400 RGB: 233-114-0 RGB [%]: 91.4-45.5-0	9E4E00 RGB: 158-78-0 RGB [%]: 62-30.6-0
Secondary color #1				
				
B9DFA3 RGB: 187-223-163 RGB [%]: 73.7-87.5-63.9	36C160 RGB: 54-193-98 RGB [%]: 21.3-75.7-37.8	DCEA4F RGB: 10-234-79 RGB [%]: 4.2-91.8-31	00AC34 RGB: 0-172-52 RGB [%]: 0-67.5-20.4	007923 RGB: 0-117-35 RGB [%]: 0-45.8-13.7
Secondary color #2				
				
FFAA9D RGB: 255-170-157 RGB [%]: 100-66.7-61.8	FF6047 RGB: 255-96-71 RGB [%]: 100-37.6-27.8	FF2E0D RGB: 255-46-13 RGB [%]: 100-18-5.1	E92000 RGB: 233-32-0 RGB [%]: 91.4-12.5-0	9E1500 RGB: 158-21-0 RGB [%]: 62-8.2-0
Complement color				
				
82C1D0 RGB: 130-193-208 RGB [%]: 51-75.7-81.8	318FA5 RGB: 49-143-165 RGB [%]: 19.2-56.1-64.7	11B9ED RGB: 17-185-234 RGB [%]: 6.7-72.5-87.8	047590 RGB: 4-117-144 RGB [%]: 1.6-45.9-56.5	014F62 RGB: 1-79-99 RGB [%]: 0.4-31-39.4

Header/footer background: #11B9E0

Navigation: #FF850D

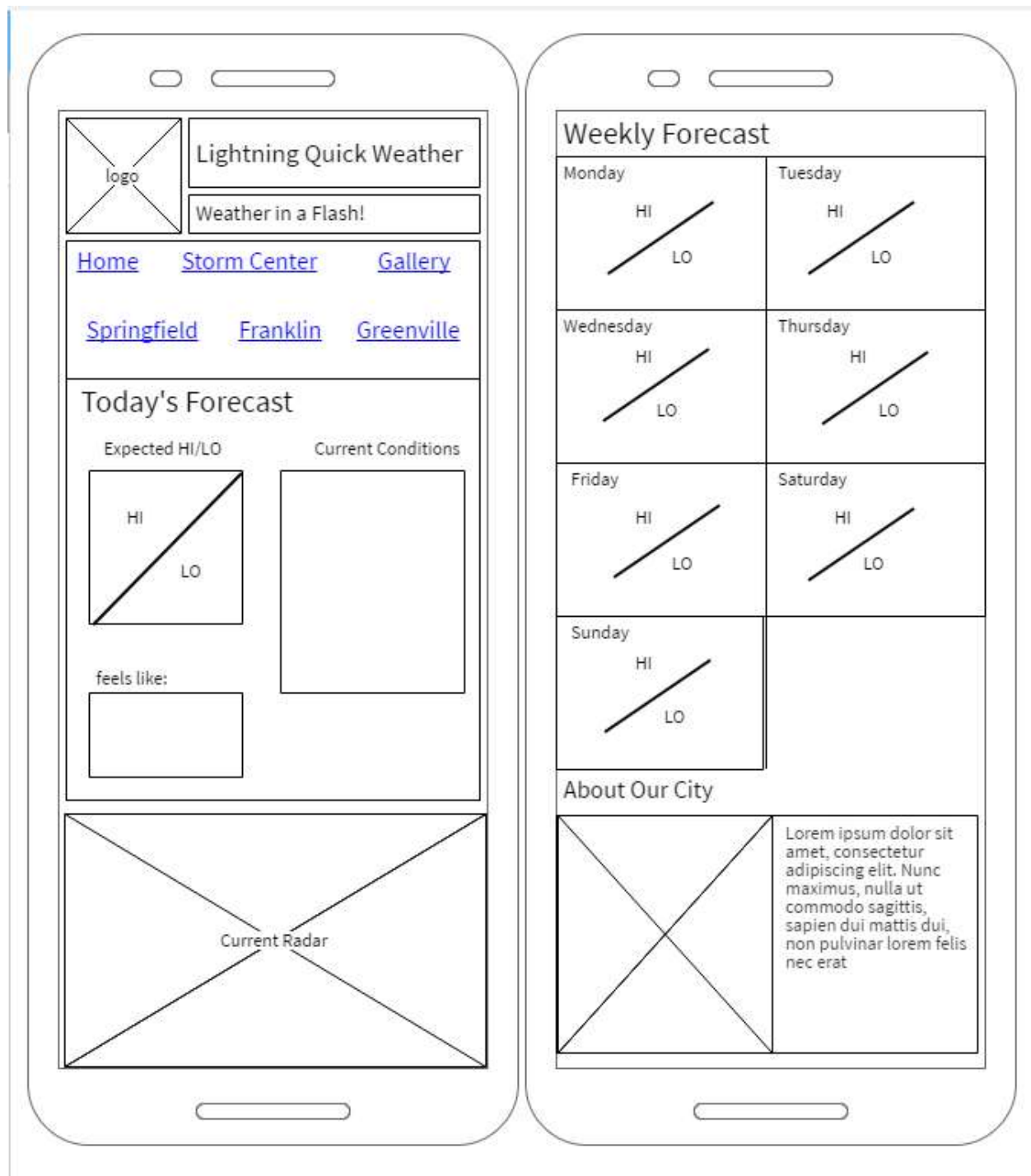
Storm Center background: #FFAA9D

Storm Center Header background: #9E1500

Main Body: Calibri

[illegible]

Wire-frame Sketches-small-phone



Wire-frame Sketches- Medium - Tablet

