

Website Planning Document

Website: Live Weather

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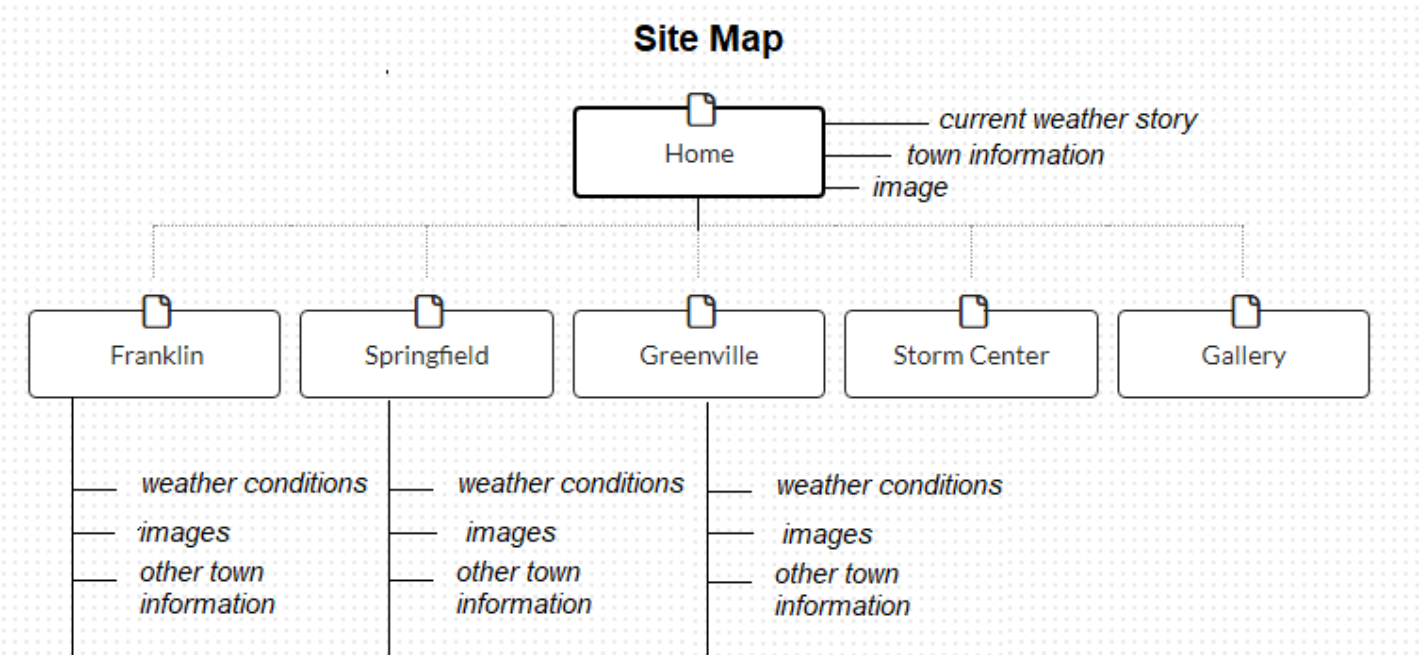
Site Purpose:

The purpose of this website is to provide daily and updated weather report for the following audience:

Target Audience:

- Citizens of Franklin, Springfield and Greenville (living or working in these towns)
- People in neighboring towns (who work or visit these towns)
- People who play outdoor sports (athletes from or out of these towns)
- Tourist visiting these cities (Planning to visit these towns)
- Weather researchers (who work in meteorological centers)
- Outdoor workers (farmers, gardeners, policemen etc.)
- Local news (as a tool for journalists)

Site Map:



Color Scheme:

Dominant color:	HEX: 1BBAEB	RGB: 26 185 235
logo,buttons, menu tabs, call to action buttons, titles & Headlines		

Accent colors:	HEX: 1595A3, EB7F00	RGB: 21 149 163, 235 127 0
Current menu tab, subtitle, highlight secondary information		

Background color:	HEX: F2FFE3	RGB: 242 255 227
Background		

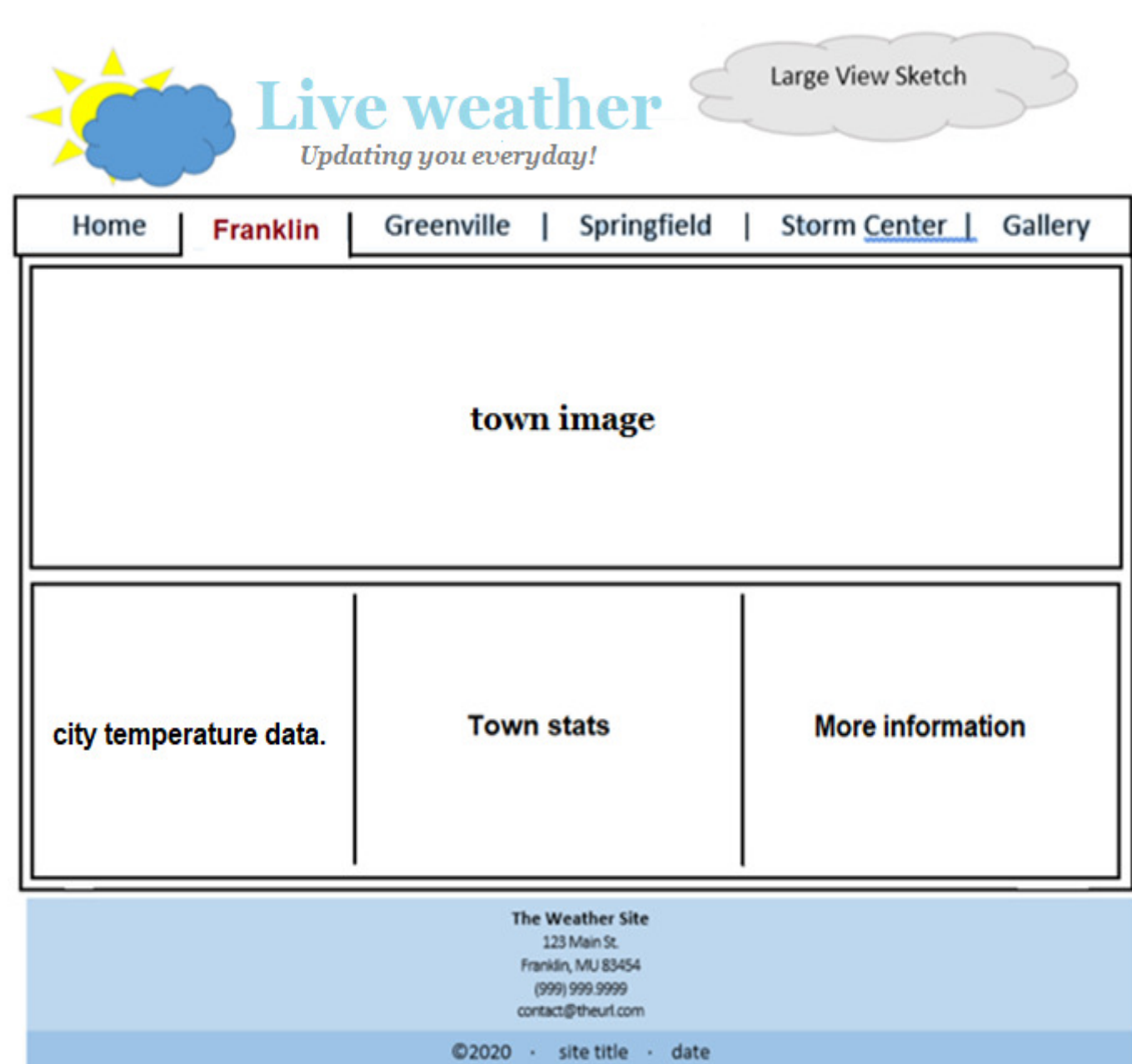


Typography:

The primary text fonts are Georgia, and Open Sans.

Site header	Georgia	40px	2.5em
Primary Navigation	Georgia	30px	1.875em
Footer Navigation	Georgia	20px	1.25em
Heading 1 (h1)	Georgia	30px	1.875em
Heading 2 (h2)	Georgia	25px	1.562em
Heading 3 (h3)	Georgia	20px	1.25em
Paragraph Text (p)	Open Sans	14px	0.875em

Wire-frame sketches:





Live weather

Updating you everyday!

Medium
View
Sketch

Home

Franklin

Greenville | Springfield | Storm Center | Gallery

town image

city temperature data

town stats

more information

The Weather Site

123 Main St.

Franklin, MU 83454

(999) 999 9999

contact@theurl.com

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**Live
Weather**

Updating you everyday!

Home

Franklin

Greenville

Springfield

Storm Center

Gallery

town image

city temperature data

The Weather Site

123 Main St.

Franklin, MIU 83454

(999) 999.9999

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header

Small
View
Sketch

Nav
the gaps are not
necessary

main

City data sections
not shown in column

footer