

Site Plan

Name: WeatherHome.org

Site Purpose

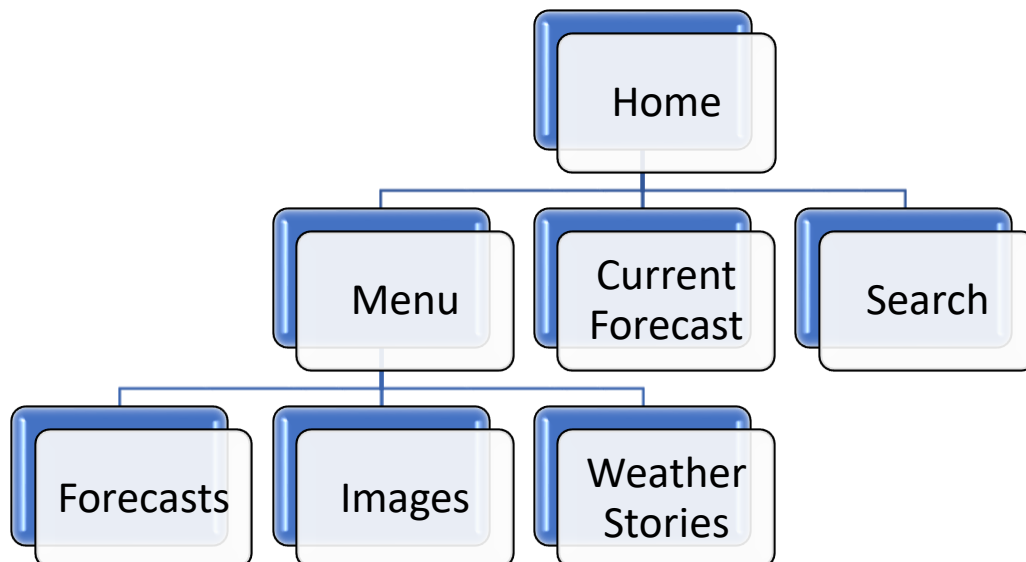
The purpose of this website will be to provide a collection of weather-related statistics, articles, media, and other related materials to a vast audience. This site will also provide various sources of information regarding all things pertaining to weather.

Target Audience and Scenarios

The weather is a strong commonality among all human beings. We are all effected by the weather. Therefore, the target audience for this website will be everyone. More specifically, this site will have a family friendly focus, centered on providing stories and information that are enjoyable for users of all ages. By focusing on a wider demographic that encompasses all age groups, the site will hopefully generate a good amount of web traffic.

Another key aspect to reaching the potential audience for this site will be providing information to those who need to know the upcoming weather quickly, as well as providing additional info to those who include weather as a hobby or specific interest. The plan for this site is to provide quick upcoming forecasts to all users, as well as provide more in-depth information to those who wish to learn more about weather and weather-related topics.

Site Map



Color Scheme

The color scheme for this site will be represented by cool colors. Blue, purple, and some yellow will be added to help brighten it up.



Typography

Site header:	Corbel	#E8E8E8
Primary Navigation:	Klint STD	#4F6EE8
Footer Navigation:	Klint STD	#8B8BE1
Headings:	Helvetica	#B9C2FF
Paragraph text:	Athelas	#000000