

Website Planning Document

Weather Or Not

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Site Purpose:

This website will display current weather conditions and town information with articles for the cities of Franklin, Springfield, and Greenville. A menu will have links to each town (Franklin, Springfield, Greenville), as well as a link to the Storm Center and Gallery. This webpage will be scalable on all classes of devices: large-wide-screen (laptops), medium-screen (tablets), and small-screen (smartphones).

Target Audience:

4 Main Groups:

Private Sector – Includes local private businesses, such as car dealerships, retail stores, newspapers, entertainment, railroad, etc.

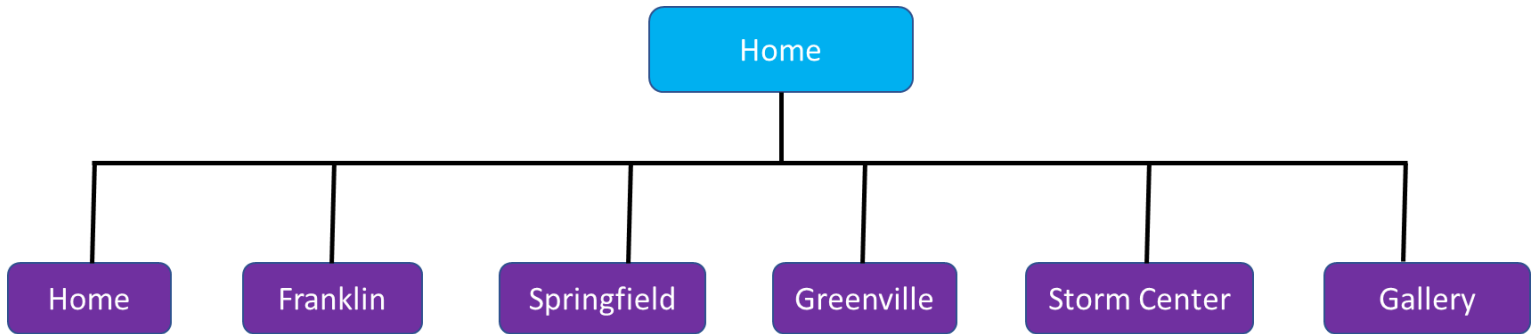
They will be seeking a local town weather website to determine how it will affect their business. For example, a car dealership will want to know if a major hailstorm is coming. Retail stores will want to know if the weather is conducive to displaying some of their “wares” outside to tempt customers to come in. All local businesses will like to be aware of any major town events happening which could draw crowds or affect local traffic.

Agriculture Sector – Soil moisture, soil temperature, precipitation forecasts, frost/freeze warnings, growing degree days all affect this sector. A local farmer will also want to determine the best days for spraying bugs or fertilizing.

General Public Sector – Most likely our primary target audience. The general public will want to know what to wear that day, how the weather will affect upcoming outdoor activities, what can be planned that weekend, is it going to rain or snow, how much? Is the temperature going to change over the next few days? How cloudy or sunny will it be? Is it going to be windy, how windy? Will the weather affect the air quality? Do I need to restrict my travel due to inclement weather? They will also want to know of any upcoming community activities they can participate in.

Other Meteorologists – Amateur meteorologists will use weather data to compare their predictions with what other forecasters are predicting. In-house meteorologists can also use weather data to help plan activities for local companies.

Site Map:



Color Scheme:

Dominant Color:

Teal (33654C)

(Cross between blue and green – both colors are liked by both men and women.

Green represents peace, tranquility, and nature. Blue represents peace, calm, health)

Complementary Colors:

Muted Plum (653933)

Light Blue (6BB18E)

Background Color:

Light Grey (C8C8C8)

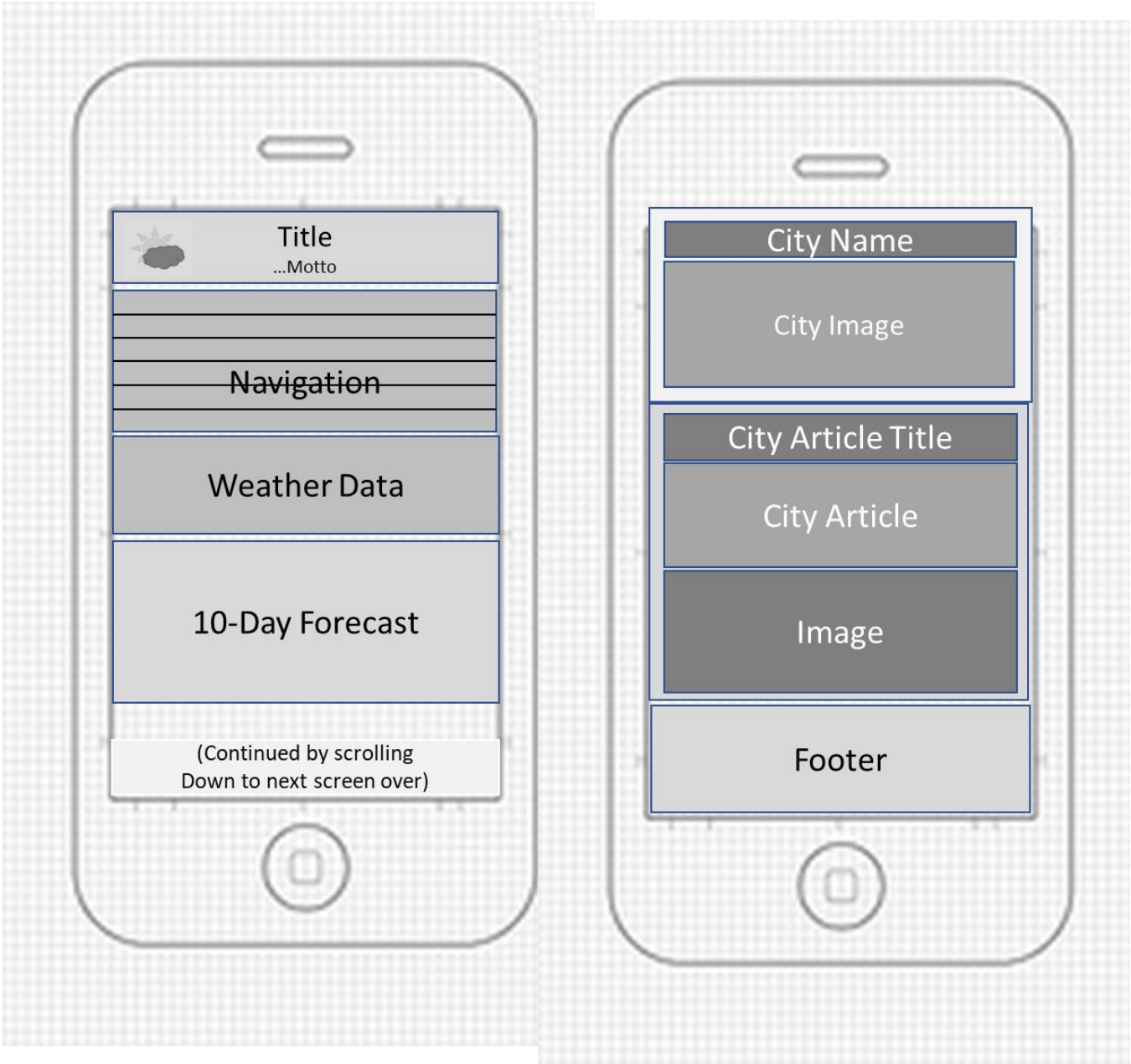
Typography:

Site Header	Georgia	3.3em (40px)	Sample
Primary Navigation	Georgia	2.5em (30px)	Sample
Footer Navigation	Georgia	1.67em (20px)	Sample
Heading 1 (h1)	Georgia	2.5em (30px)	Sample
Heading 2 (h2)	Georgia	2.08em (25px)	Sample

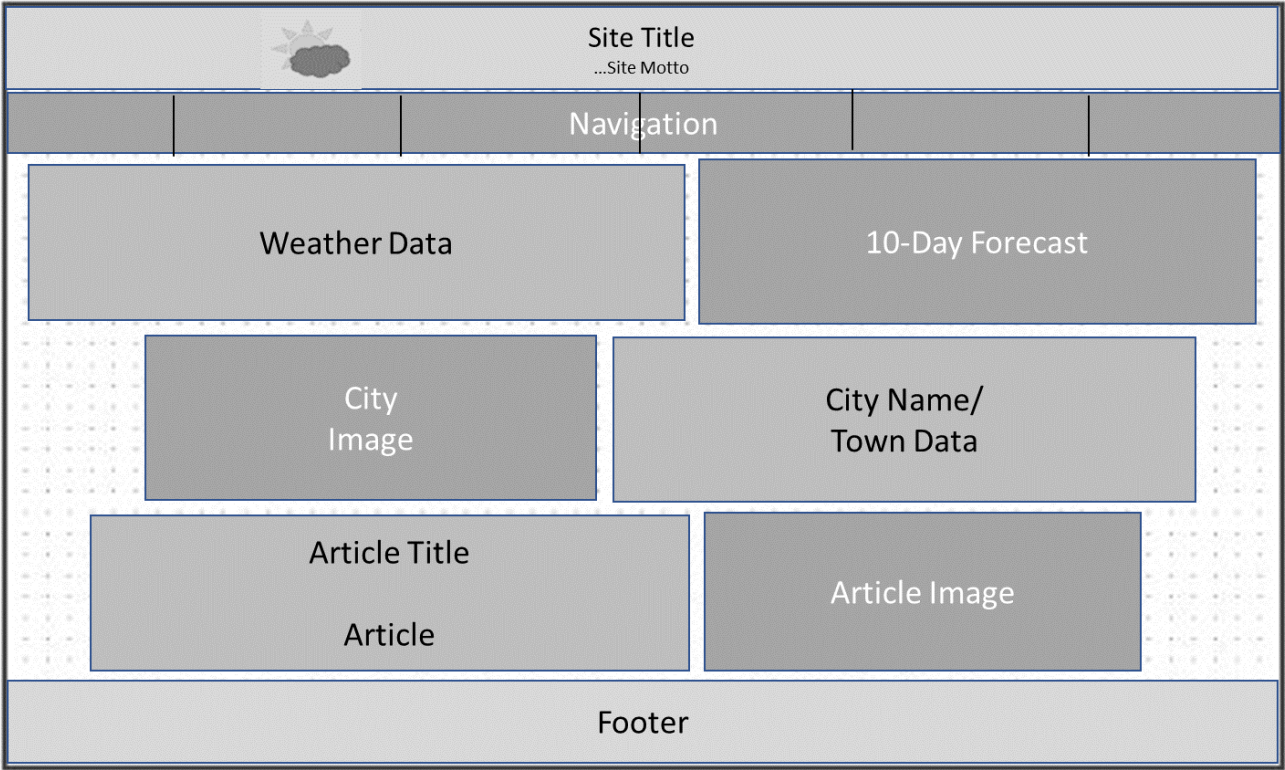
Heading 3 (h3)	Georgia	1.67em (20px)	Sample
Paragraph Text	Segoe UI	1.3em (16px)	Sample

Wire Frame Sketches:

Small Sketch:



Medium Sketch:



Large Sketch:

