

WEBSITE PLANNING DOCUMENT

For Local Weather

Author: James Kennedy

OVERVIEW

James Kennedy is pleased to submit this proposal for services to support Local Weather in achieving its goals for improving customer satisfaction by designing an intuitive, pleasing user experience for localweather.com.

Site Purpose

- Need #1: Provide an easy way to view local weather status and predictions.
- Need #2: Do so in a pleasing-to-the-eye UI.
- Need #3: Design the site to be optimal for both mobile and desktop environments.

Target Audience

- Individuals seeking accurate weather information from a variety of sources for a variety of locations.
- Meteorological Enthusiasts.

Site Map

- Main Menu: Home, Franklin, Springfield, Greenville, the Storm Center, and the Gallery.
- Footer: contact and copyright information, author's name, terms of use link, current date.
- Home Page: current weather story with corresponding image and town information
- Town Landing Pages: weather conditions / relevant information
- Images: Dynamic according to current weather conditions.

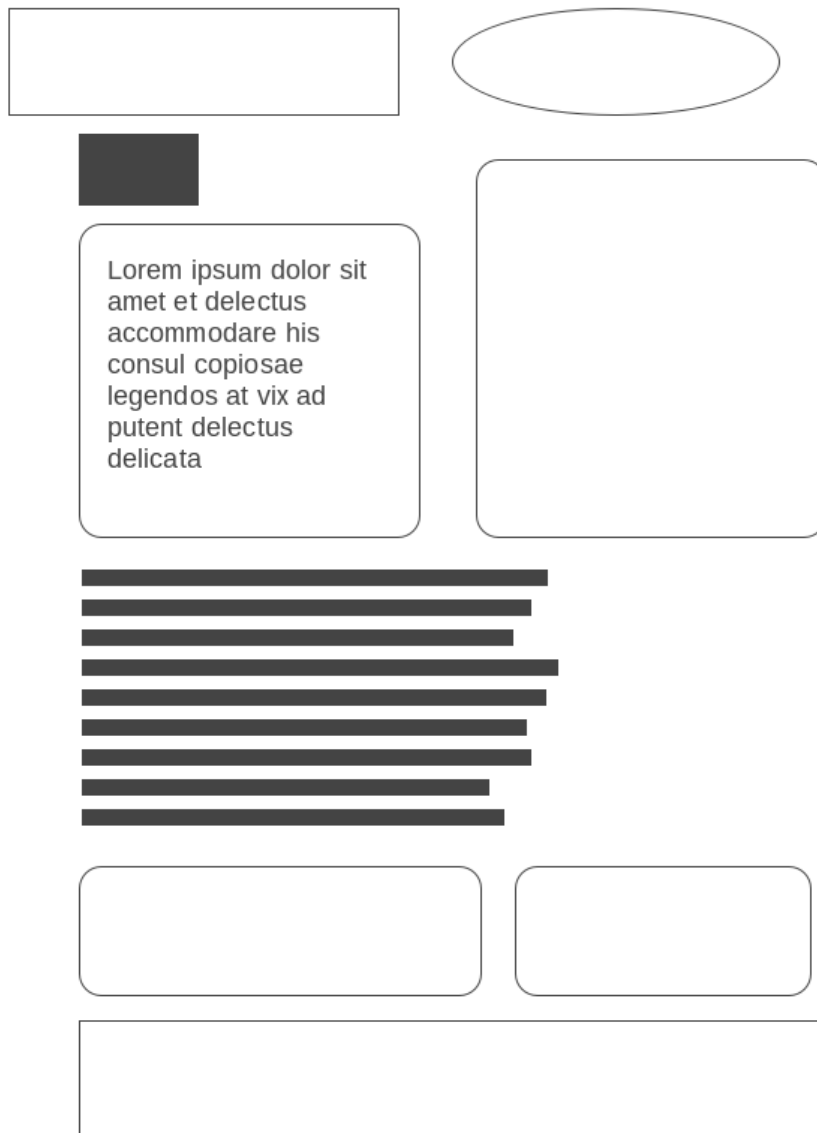
Color Scheme

- Dark blue text for small font sizes, lighter blue for larger sizes.
- White background, except in high eye-traffic areas

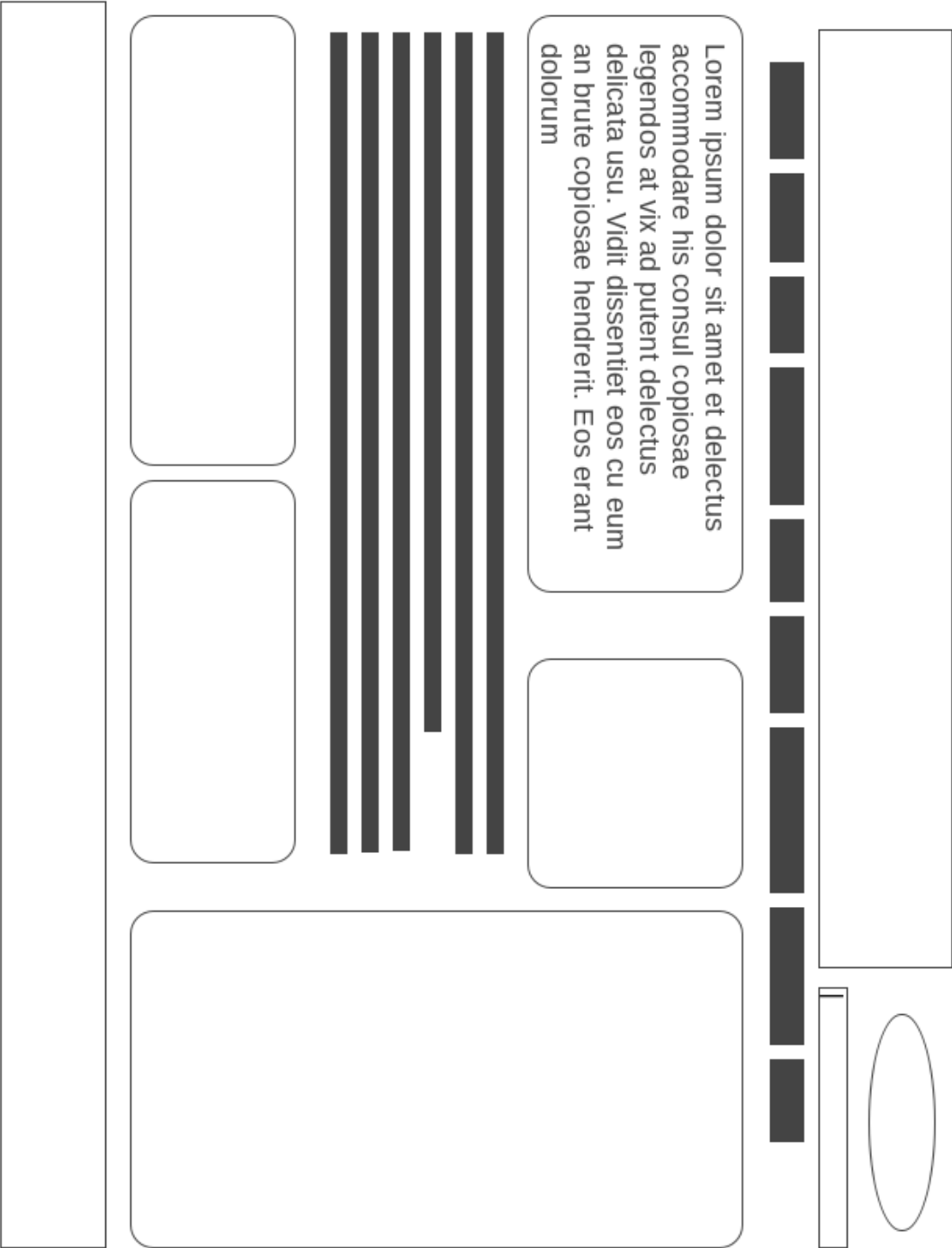
Typography

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

Wire-frame Sketches



1 Tablet





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