

Website Planning Document:

Keeping up with the currents

Motto: Weather it's good or bad, we report it.

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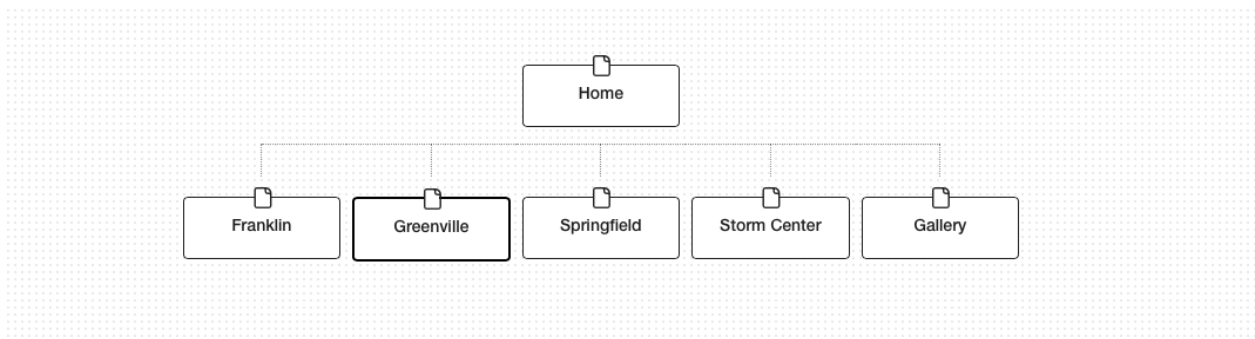
Site Purpose:

The purpose of my website is for the user to be able to clearly identify the temperate and weather stories happening in their area. The goal is for them to understand and be able to depend on us for their current weather conditions.

Target Audience:

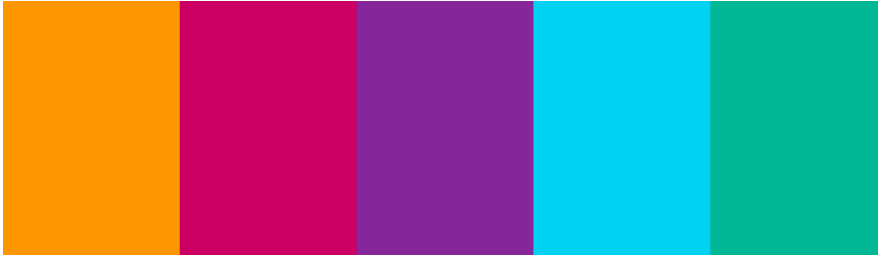
There will be a lot of people that will stumble upon the website. However, the website's target audience are for teen and young adults. Most of them will visit the site when they need to get a quick peak at the weather and stories about what is happening around the city pertaining to weather.

Site Map:



Color Scheme:

I want the website to have a pop of vibrant color. I found an example of similar colors I'd like to use.

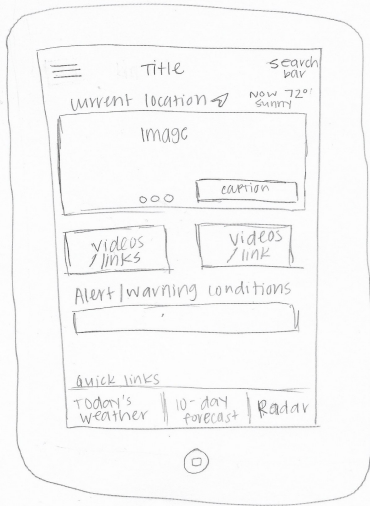


Typography:

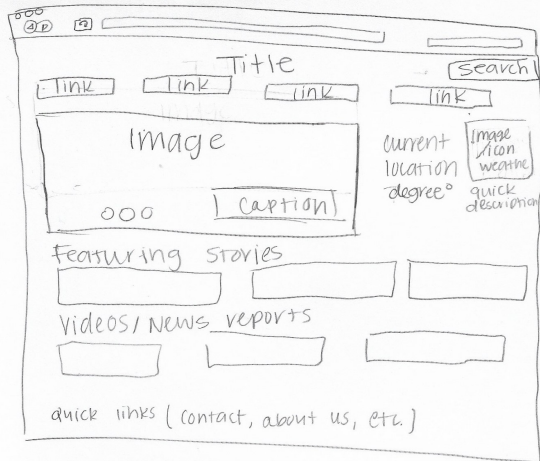
For my titles and heading I'd like to use serif font, in particular Droid Serif and for paragraphs and other text Arial narrow or similar.

Wireframes:

Pad



Browser window



Phone

