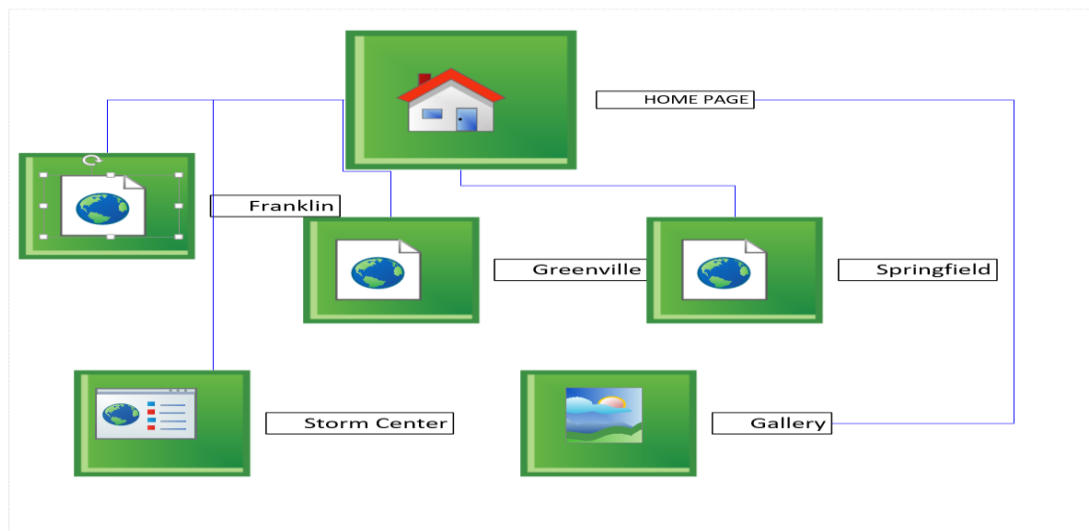# Website Planning Document

SITE PURPOSE

Looking Outside provides a valuable service to the communities in which it serves. Allowing locals and visitors alike to better plan their days with reliable information on expected weather patterns in our area. Looking Outside as a website is an extension of that service. Taking that same information and putting it on the platform of choice for an ever expanding segment of our customers.

TARGET AUDIENCE

A member of Looking Outsides target audience is going to be someone who falls into the "Young Professionals" Group. They typically spend a lot of time on the internet and prefer to get most of their news/entertainment from that source. This person is going to like modern designs, but will appreciate the addition of a little humor thrown into the mix. The experience of using a site is going to be very important to them. They know that there are hundreds of other options where they can get their weather and will be driven away if we do not deliver. This audience is access the web more and more from their mobile devices. While an app is not always necessary, having a website that works very well on a mobile phone is key. These people like content to be in bite sizes. Few of them will stay to read a longform article (especially about the weather).
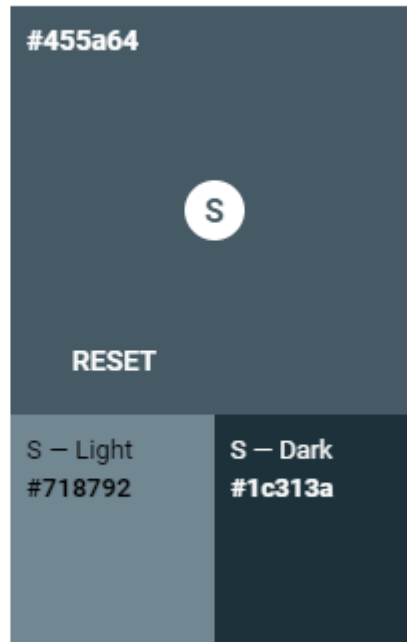
SITE MAP

COLOR SCHEME

Primary

#039be5

P

P — Light
#63ccff

P — Dark
#006db3

Secondary

#455a64

S

RESET

S — Light
#718792

S — Dark
#1c313a

Text on P

#000000

T

Text on S

#ffffff

T

TYPOGRAPHY

Heading Font

Candal, Vernon Adams

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_+*

Sample Heading

Body Copy Font
Yrsa, Rosetta, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
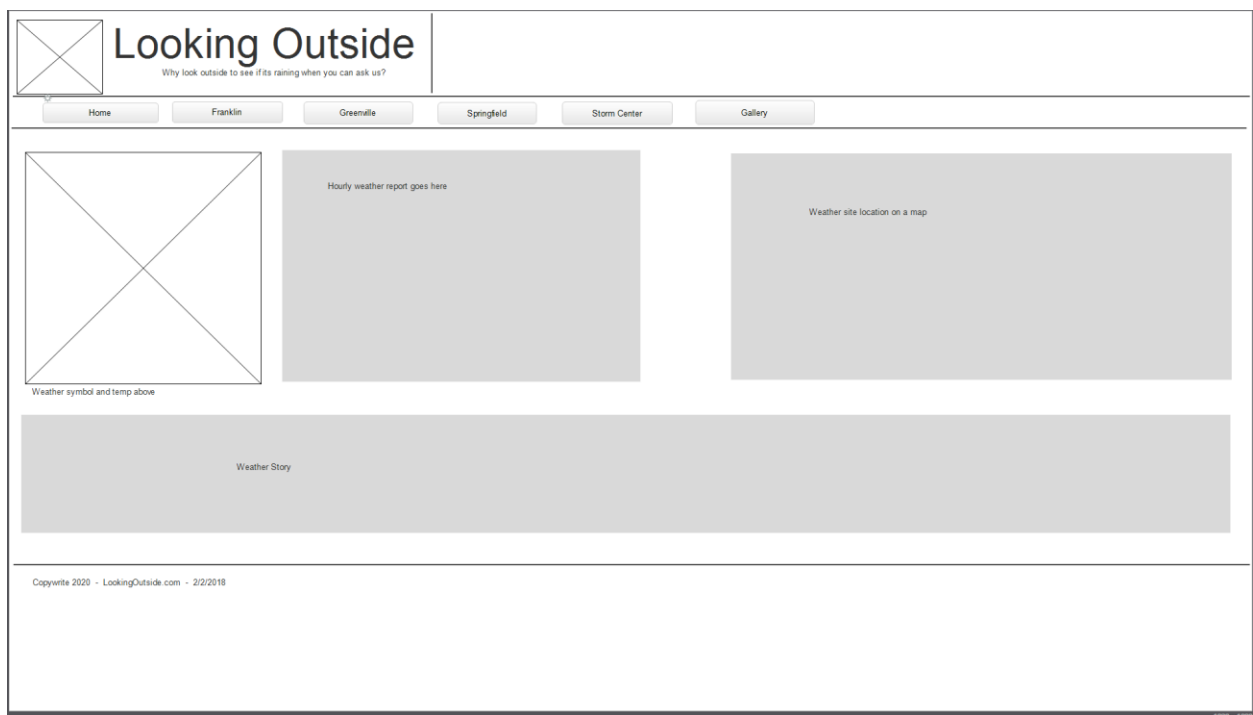abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

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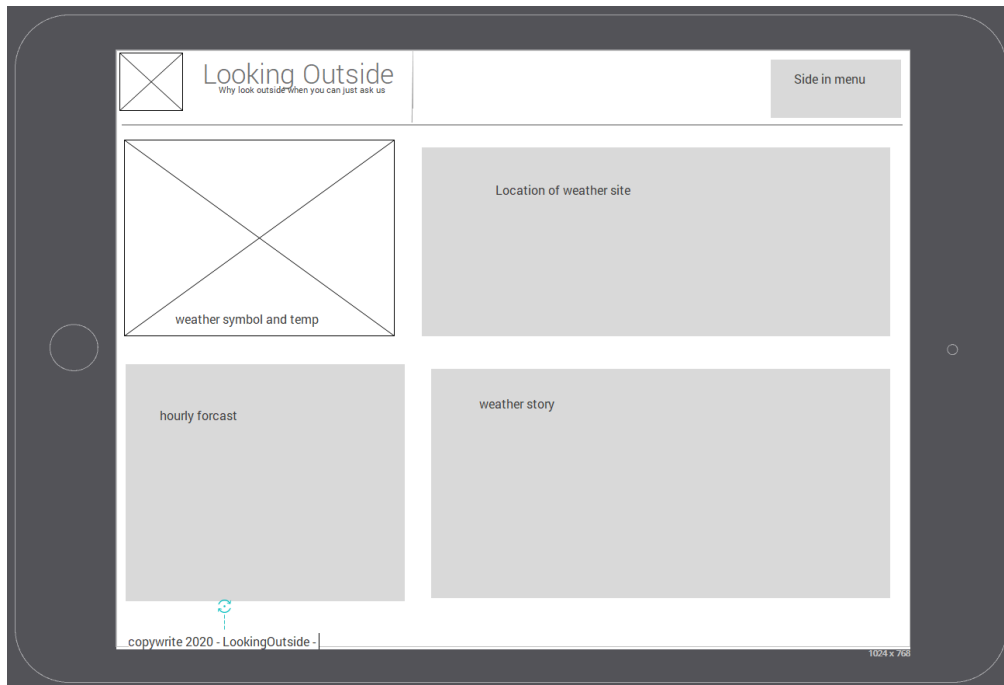
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WIRE-FRAMING SKETCHES

Large

Medium

Looking Outside
Why look outside when you can just ask us

Side in menu

weather symbol and temp

Location of weather site

hourly forcast

weather story

copywrite 2020 - LookingOutside -

1024 x 768

Small

Looking Outside
Why look outside when you can just ask us

Menu

Weather symbol and temp

Hourly forcast

Weatehr story

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360 x 640

4