

Website Planning Document

Your Weather Center

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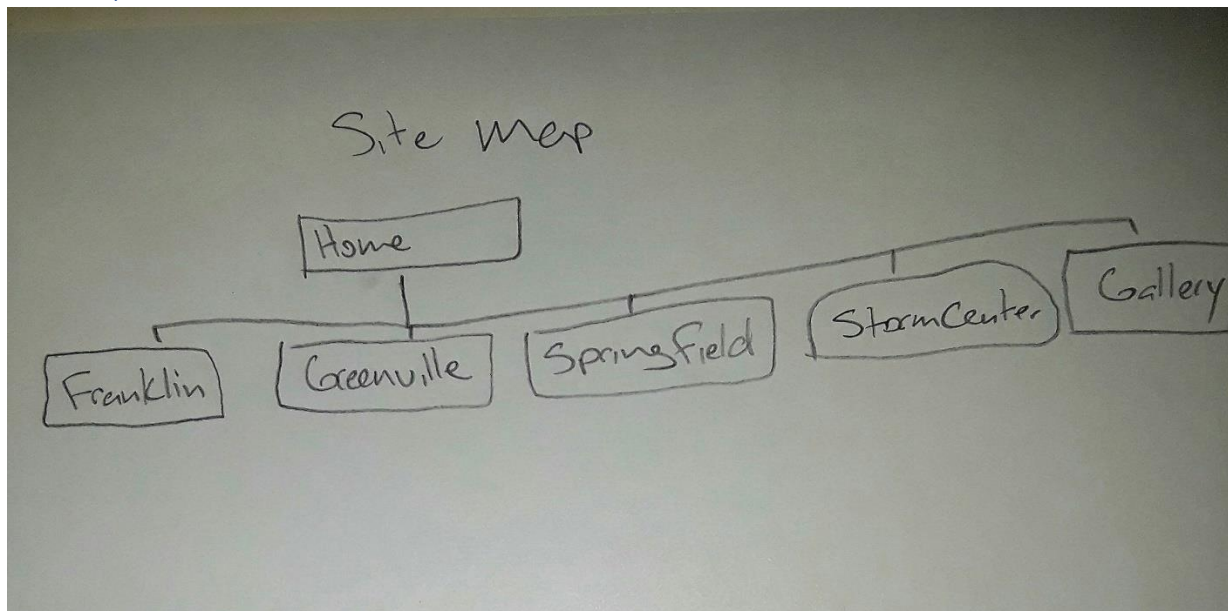
Site Purpose

To give viewers the most up-to-date local forecast. The home page will contain images and content that are relevant to each local principality. It will also contain articles relevant to the general area.

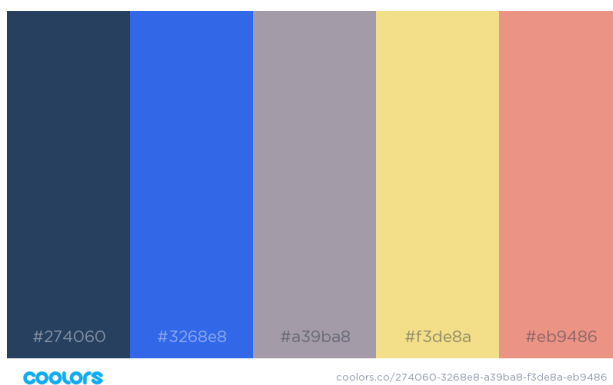
Target Audience

The audience will be adult ranging from 22 to 65. It will be for individuals and businesses in the area (i.e. car washes). They expect to have easy navigation and easy to understand layout with up-to-date information.

Site Map



Color Scheme



Typography

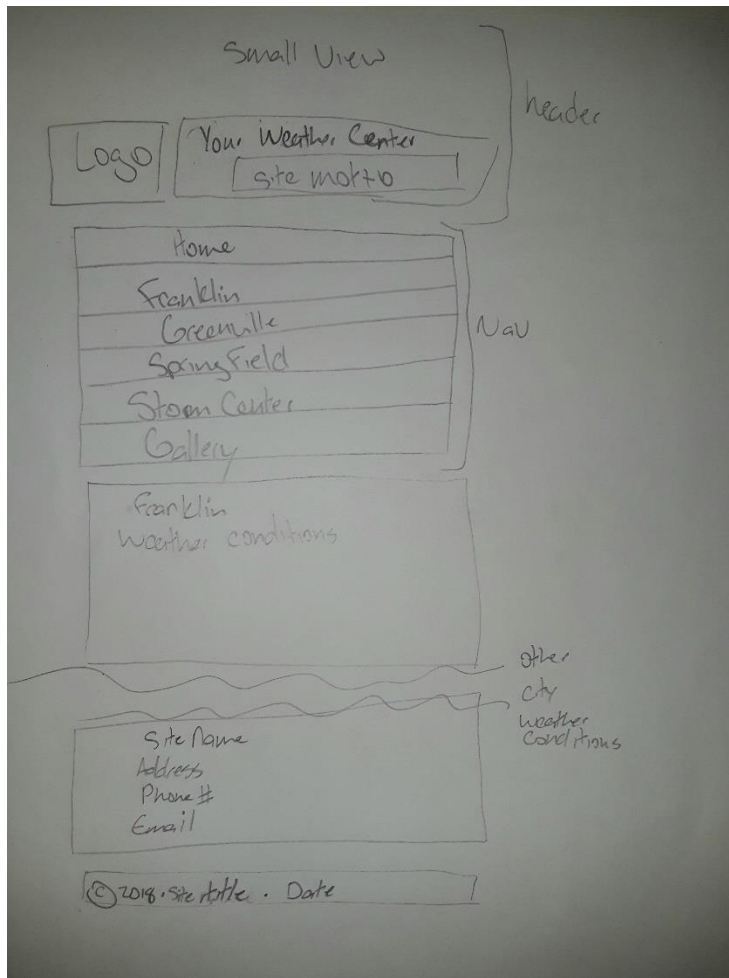
Website Titles and headings

| Font | Size |
|-----------------|-----------|
| Times New Roman | 2em/32pt |
| Times New Roman | 3em/48 pt |
| Aparajita | 2em/32 pt |
| Aparajita | 3em/48pt |

Website subtitles and paragraphs

| Font | Size |
|-----------|------------|
| Helvetica | 1.2em/14pt |
| Helvetica | 1.8em/22pt |
| Arial | 1.2em/14pt |
| Arial | 1.8em/22pt |

Wire-Frame Sketches



med view

Logo Your Weather Center
motto

Home Franklin Greenville Springfield StormCenter Gallery

Franklin
picture weather
information

Greenville weather
information

Your Weather Center Address Phone# Email

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Large View

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