

# Web Site Planning Document

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## Hometown Weather

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## Site Purpose

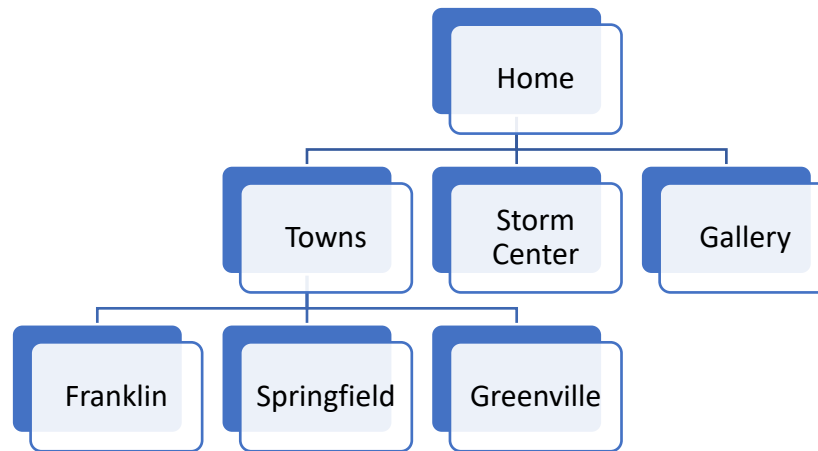
To present accurate, timely, and easy to understand weather information. It also presents weather-related content about individual towns.

## Target Audience

People who just want to know basic information about the current and near-future weather in their home town. The site is not for “weather junkies”. Two personas embody the audience we are after: one is a twenty-something woman who checks the weather on her way out of the house in the morning and, if she is waiting somewhere, will read the latest weather story about her town. She will not spend more than a few minutes on the site. The other persona is the first woman’s mother. She appreciates the simple web site and the fact that it works just as well on her old computer as it does on the phone her daughter gave her for Christmas. She enjoys the little stories and the fact that she knows right away whether or not she will need an umbrella or if she should cover her plants.

## Site Map

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## Color Scheme

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Header text will be white on blue. Footer text will be white on brown. All other text will be black on white. Images will be selected or adjusted to emphasize the other colors in the palette. Rules, bullets, etc. will also come from the palette, selected to complement the underlying image or element.

## Typography

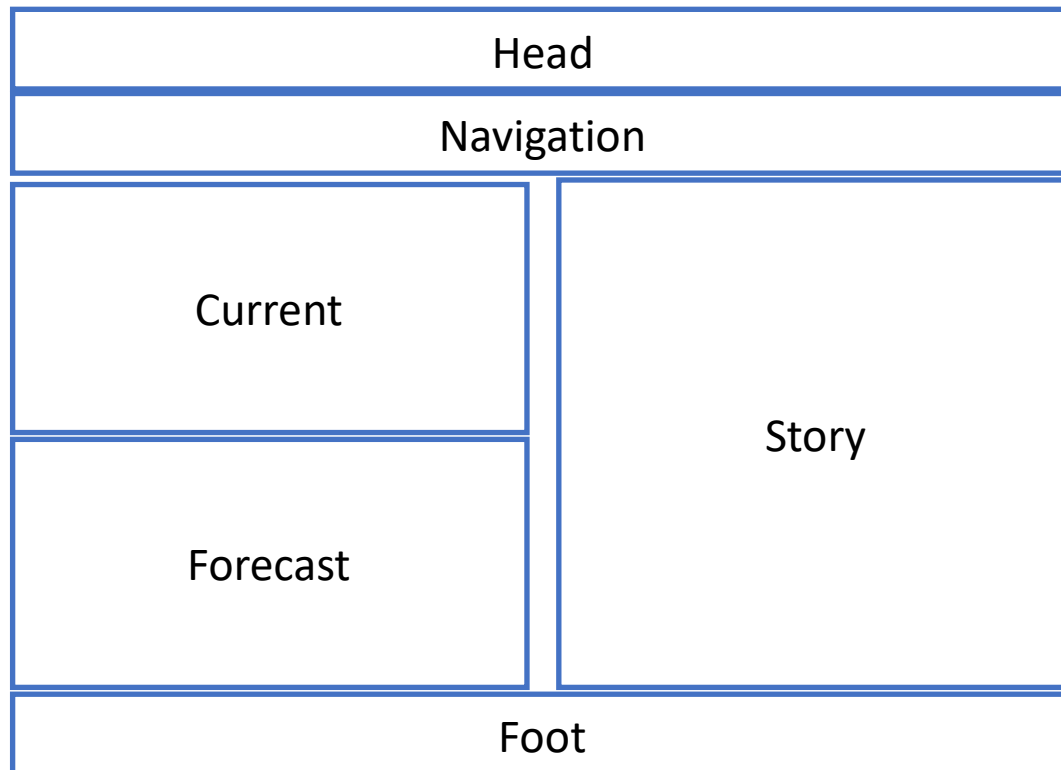
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All text will be san-serif, Helvetica or equivalent. Navigation will be in bold caps. Headings will be large with initial caps. Body text will be thinner, like Helvetica light.

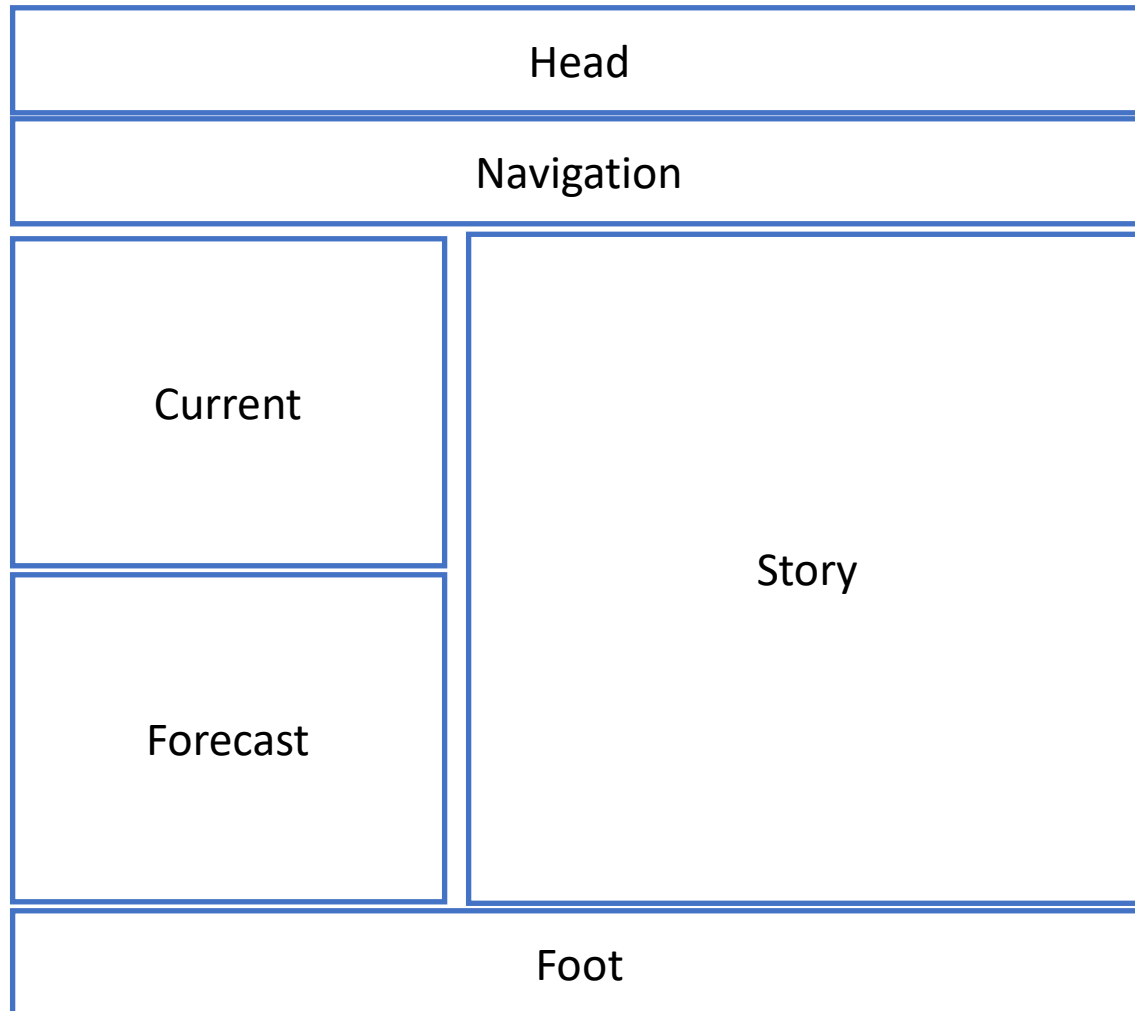
# Wireframe Sketches

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PC



TABLET



PHONE



Head

Cities

Current

Forecast

Story

Foot