

Website Planning Document

Hill Country Weather

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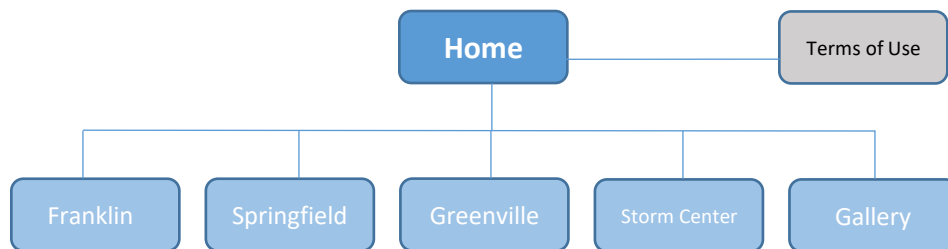
Site Purpose

The purpose of this site is to provide up-to-date weather conditions and other important information about Franklin, Springfield, and Greenville cities.

Target Audience

The target audience for this site is anyone living or working in, or traveling to these three cities, specifically those who will be outside or driving, where weather conditions would have the greatest impact.

Site Map



Color Scheme

R- 104 G- 206 B- 243	R- 0 G- 170 B- 231	R- 0 G- 92 B- 151
R- 253 G- 249 B- 182	R- 253 G- 245 B- 98	R- 252 G- 238 B- 0
R- 255 G- 255 B- 255	R- 125 G- 125 B- 125	R- 0 G- 0 B- 0

Blue is one of the most popular colors among men and women and a perfect color for weather related graphics. (ie; sky, rain, ice, etc.)

Yellow is a great warm color that also gets attention. It will be perfect for sunny images and drawing focus to featured elements.

Black, white, and gray are key foundational elements and are also perfect for weather related images. (clouds, snow, night, etc.)

Typography

The font needs to be easily read and available across all platforms and browsers rather than flashy and unique. Arial and Tahoma fonts are among the most popular and easily accessible.

Site header	Arial	40px		Sample
Primary Navigation	Arial	30px		Sample
Footer Navigation	Arial	20px		Sample
Heading 1 (h1)	Arial	30px		Sample
Heading 2 (h2)	Arial	25px		Sample
Heading 3 (h3)	Arial	20px		Sample
Paragraph text (p)	Tahoma	16px		Sample

Wire-Frame Sketches

