Website Planning Document

The Weather Site:

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Site Purpose:

This site will be called “Hometown Weather”. Its purpose is to provide up to date weather information for the tri city area which includes Franklin, Springfield, and Greenville. It will include weather articles and pictures sent in by the public.

Target Audience:

The target audience will include an age range from about 16 years and older. Basically, anyone who is interested in what the weather will be. It will be designed with coloring to attract the wide range of age and will be user friendly to attract people over the age of 65.

Site Map:

Articles

Pictures

Home

Gallery

Storm Center

Springfield

Greenville

Franklin

Archived pictures and articles

Tri city weather

City weather

City weather

City weather

Color Scheme and typography:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Location** | **Font** | **Font size** | **Color #** | **color** |
| Site Header | Calibri | 40px | #000066  0,0,102 |  |
| Primary Navigation | Calibri | 30px | #0000ff  0,0,255 |  |
| Footer Navigation | Calibri | 20px | #8080ff  128,128,255 |  |
| Heading 1 (h1) | Calibri | 30px | #000000  0,0,0, | **Sample** |
| Heading 2 (h2) | Calibri | 25px | #000000  0,0,0 | **Sample** |
| Heading 3 (h3) | Calibri | 20px | #000000  0,0,0 | **Sample** |
| Paragraph text (p) | Calibri (Body) | 16px | #000000  0,0,0 | **Sample** |