

Website Planning Document

“How’s the weather?” (Website) www.slcweather.com

Author: Alberto Lucio Zazueta

Site purpose: How is the weather website is designed to give important information weather related to Salt Lake City, North Salt Lake, and Bountiful area. The website provides a 10 day forecast and complications with weather that may result in the next few hours. The website will also show videos, pictures, and articles.

Target Audience: The target audience for this website will be focused on ages 20 to 35 years of age and:

- Live near the Salt Lake, North Salt Lake and Bountiful Areas.
- Want to be up to date (every 10 minutes) with the latest weather info.
- Want information about weather around the SLC airport.
- Construction workers or construction business with information about the road conditions, especially when storms hit the area.

Sitemap: Homepage, Salt Lake, N. Salt Lake, Bountiful, Contact us, External links.

Color Scheme: With colors in the “cool” scheme (Azure, Sapphire, Olympic, Navy, Royal)

Typography:

- Site header: Georgia 40 px
- Primary Navigation: Georgia 30 px
- Footer Navigation: Georgia 20 px
- Heading 1 (h1): Georgia 30 px
- Heading 2 (h2): Georgia 25 px
- Heading 3 (h3): Georgia 20 px
- Paragraph text (p): Segoe UI 16 px