

Weather Watch

Website Planning Document

Lawrence A. Pablo

Site Purpose

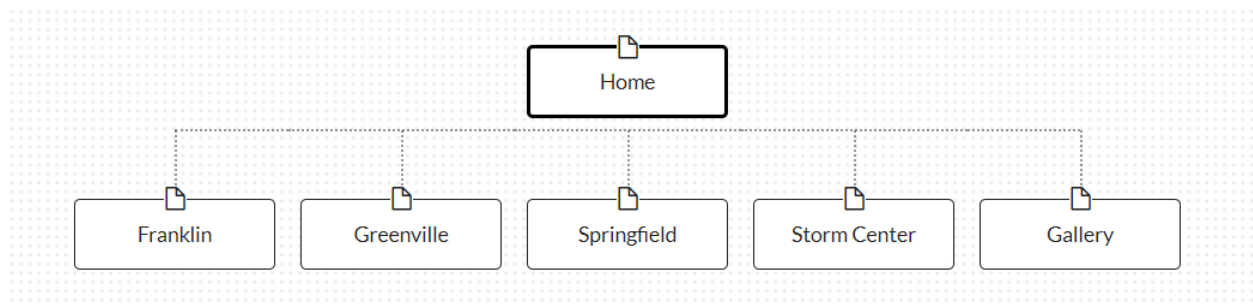
The purpose of the site is to inform the public on the current weather story and weather condition as well as to educate them about other notable things about the town. The site aims to increase the awareness of the public with regards to the potential impact of weather conditions to day to day events by subscribing to the newsletters, articles and by following the social media sites.

Target Audience

The site targets the public but focuses on persona groups such as parents, students, workers, weather forecast reporters, and disaster response team who are highly interested of knowing the current weather condition for the purposes of personal warning, preparation, or job – as in the case of the weather forecast reporters and disaster response groups.

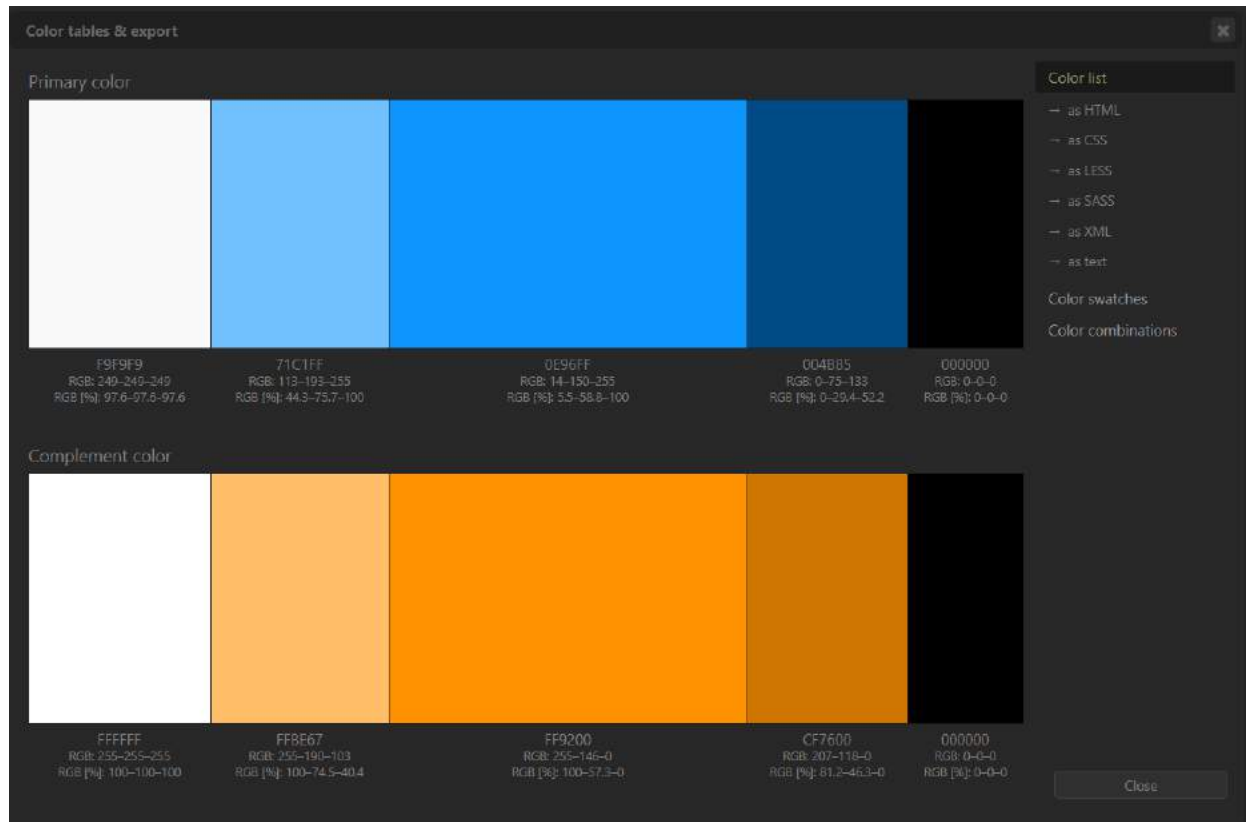
The site targets the users of desktop, tablet or iPad, to mobile.

Site Map



Color Scheme

Palette UID: [23x0u0k-E++00YWj4++++p+ld00](#)



Logo	#004B85	Current Menu Tab	#000000
Menu Tab	#FFFFFF	Subtitle	#FFFFFF
Call to Action Button	#CF7600	Header Background	#71C1FF
Important Information	#CF7600	Body Background	#004B85
Titles & Headlines	#FFFFFF	Footer Background	#000000
Other Buttons	#CF7600	Paragraph Text	#71C1FF

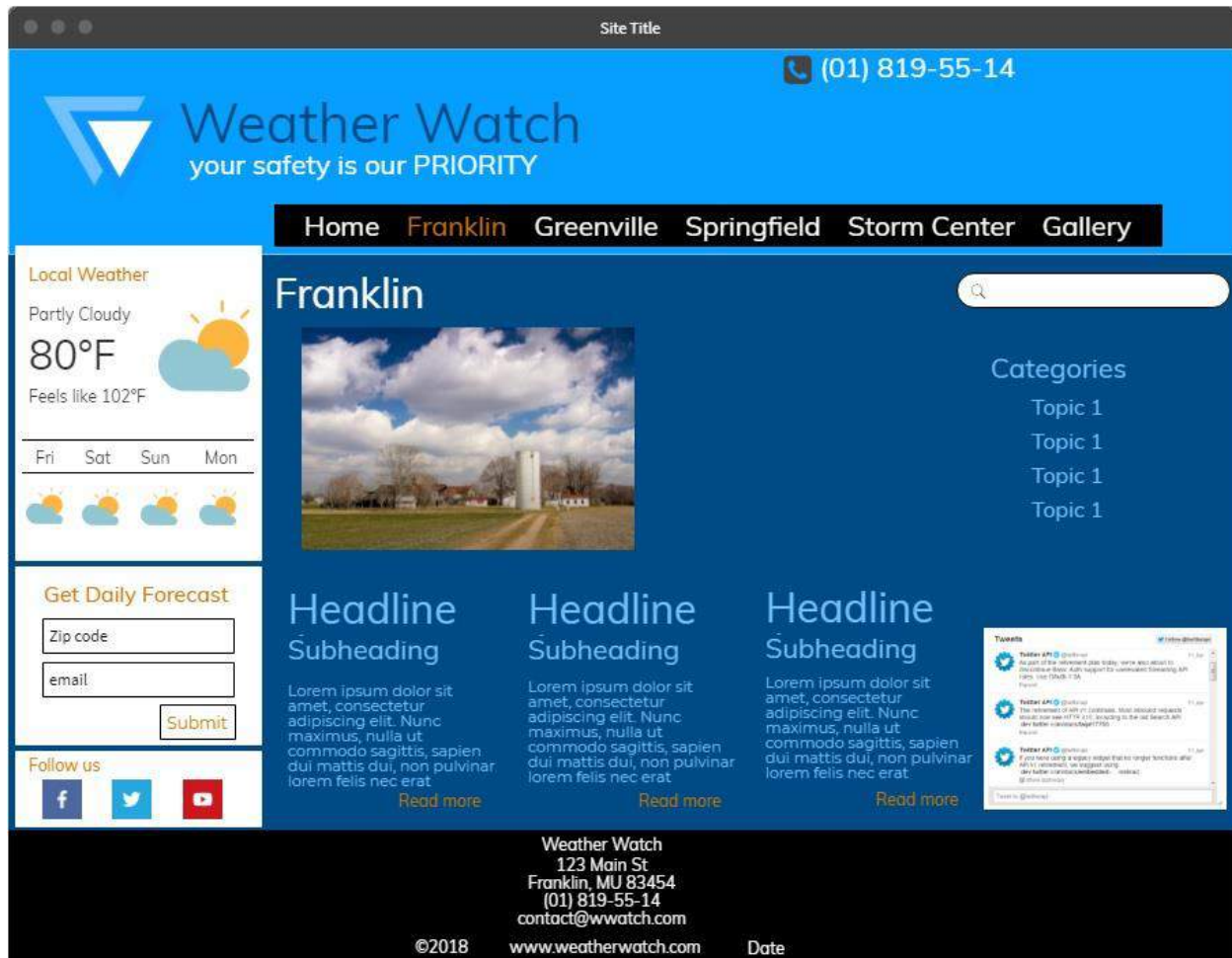
Typography

The site will use Muli and Montserrat fonts.

Site Header	Muli	40px	#004B85	Sample
Primary Navigation	Muli	20px	#FFFFFF	Sample
Heading 1 (h1)	Muli	30px	#FFFFFF	Sample
Heading 2 (h2)	Muli	25px	#FFFFFF	Sample
Heading 3 (h3)	Muli	20px	#FFFFFF	Sample
Paragraph text (p)	Montserrat	16px	#71C1FF	Sample
Footer	Muli	12px	#FFFFFF	Sample

Wire-frame Sketches

Desktop View





Weather Watch

your safety is our **PRIORITY**

 (01) 819-55-14

[Home](#) [Franklin](#) [Greenville](#) [Springfield](#) [Storm Center](#) [Gallery](#)

Local Weather

Partly Cloudy

80°F

Feels like 102°F



Franklin



Headline

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat

[Read more](#)

Headline

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat

[Read more](#)

Get Daily Forecast

City data section - Top stories (seen when scroll down)

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www.weatherwatch.com

Date

Mobile View

