Website Planning Document

The Weather Site (Tether the Weather)

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Site Purpose:

To give certain weather information in the quickest, most reliable way – for our specific city, and cities around it. Help users know what the weather is like and what to expect throughout the day. Make it easy for users to navigate, find the current weather, patterns, and outlook of upcoming weather with overview of past weather conditions
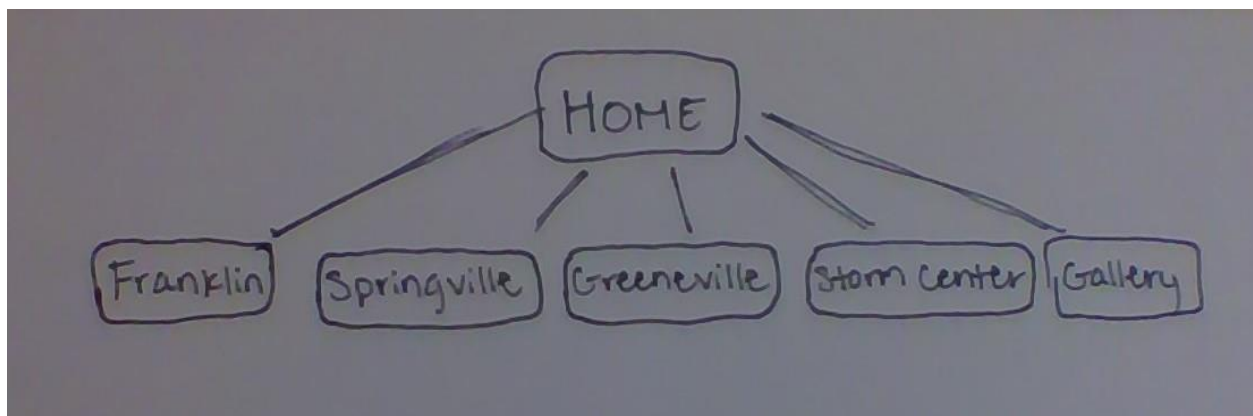
Objectives:

- Enable users to see and understand recent weather conditions and patterns
- Put weather info right within the home page for easy access – include image and other visualizations
- Include charts, patterns, relationships, and other weather analyzations to give users a quick understanding and accurate expectation

Target Audience:

For those in any age area who may be interested in weather conditions in past, present, and future within the area location for any reason. No specific characteristic needed. Either for visitors in area currently, visitors in future, or even residents who may want to check weather reports - whether they may be in the area or not. Also for those who want weather info for cities around the area.
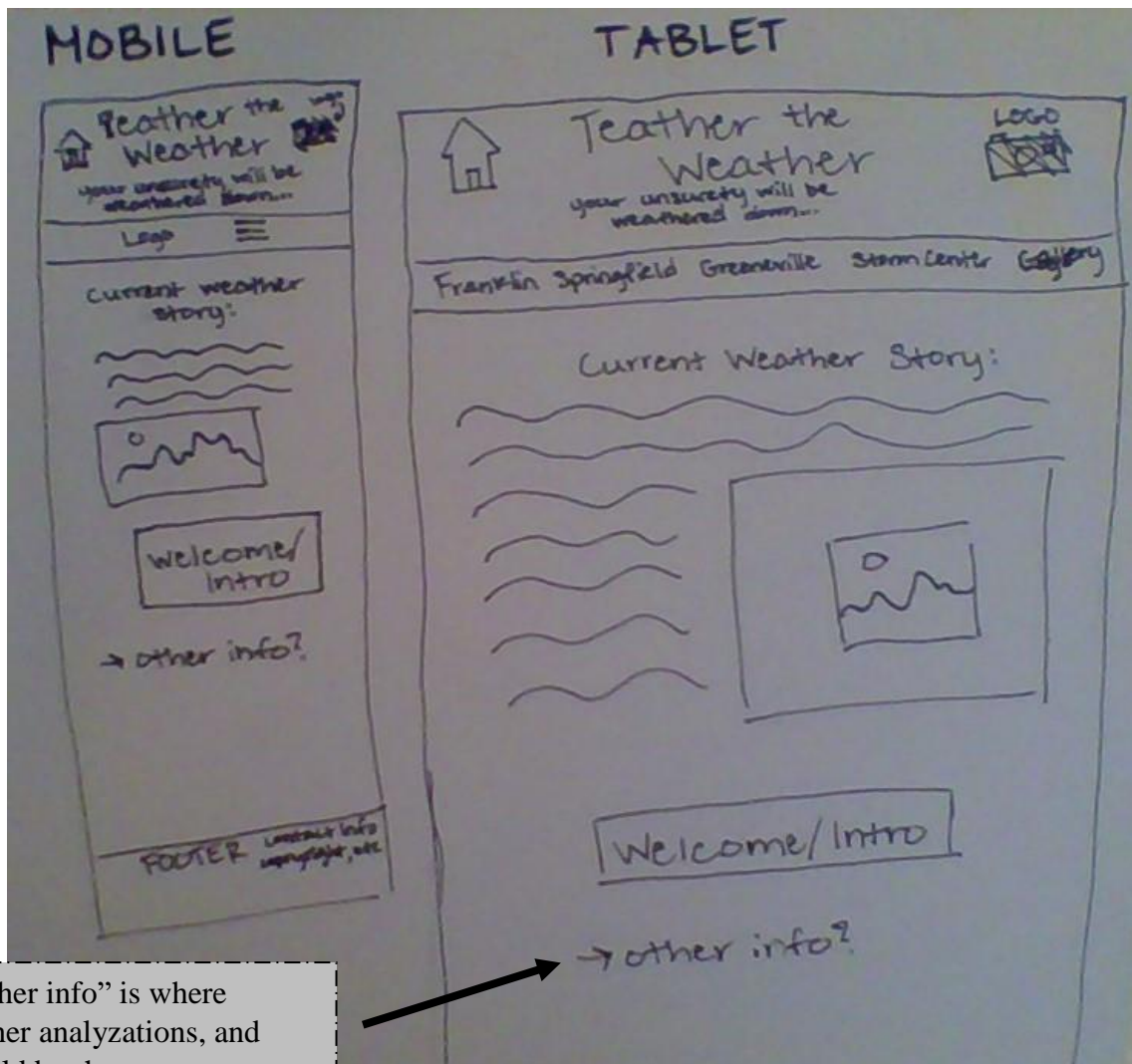
Site Map:

Color Scheme:

Navy Blue: ⟶   lighter Shade: light/sky Blue:

R: 12 – G: 68 – B: 96   R: 51 - G: 101 - B: 127   R: 0 – G: 229 – B: 182

Orange-y/Coral Pink: Brick Red:

R: 232 – G: 79 – B; 58   R: 178 – G: 18 – B: 33

Typography:

- Book Antiqua – for bodies, paragraph headings, footer, whole website
- Times New Roman/Tahoma – The website title (maybe)
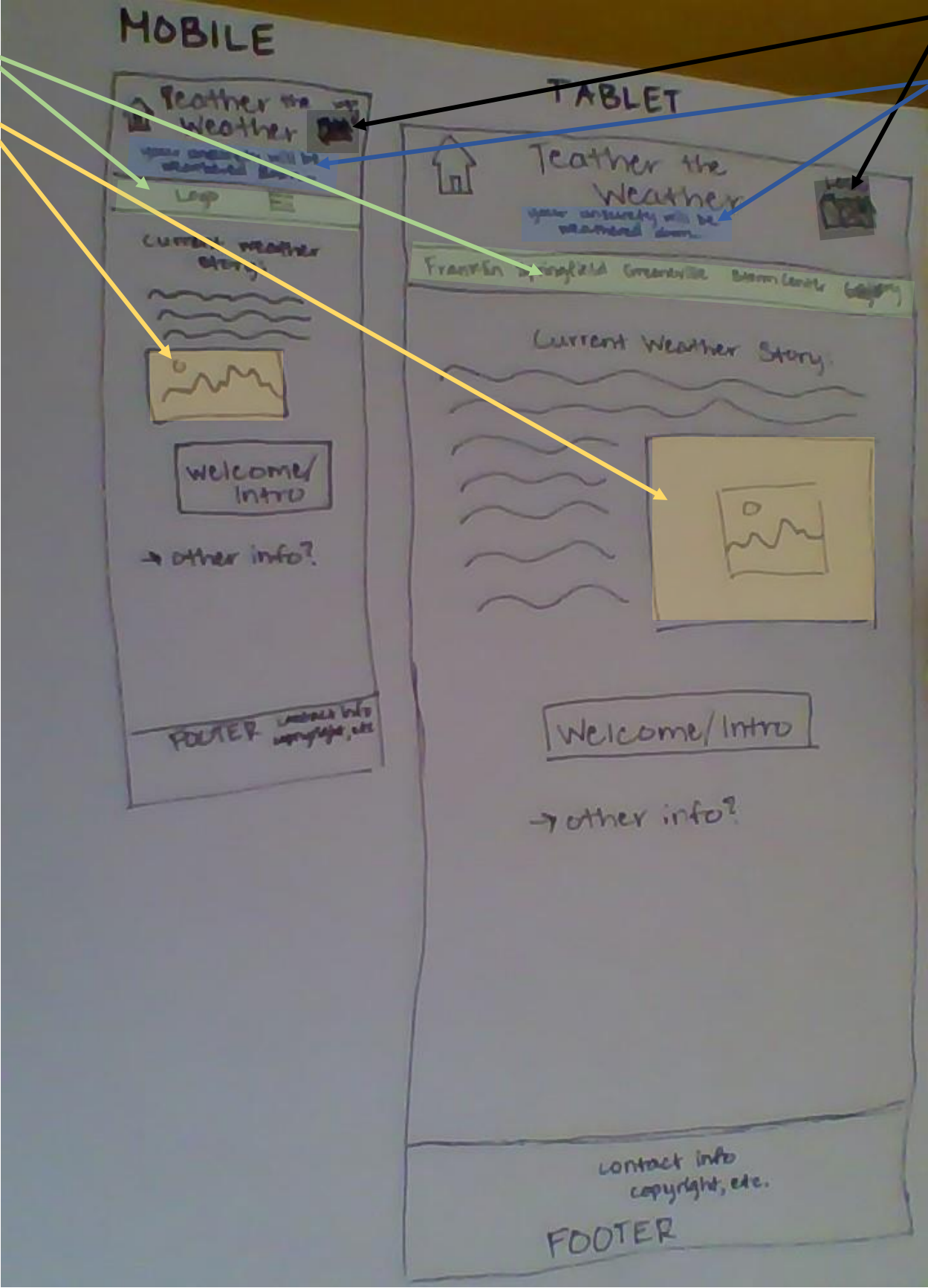
Wire-Frame Sketches:

Note: In "Other info" is where charts, weather analyzations, and patterns would be shown

MOBILE

Menu

Images

Logo

Motto

TABLET

Teather the Weather

Teather the Weather

Your anxiety will be weathered down...

Your anxiety will be weathered down...

Logo

Current weather story

Franklin   Springfield   Greeneville   Brown County   Gallatin

Current Weather Story

Welcome/Intro

→ other info?

Welcome/Intro

→ other info?

FOOTER   contact info copyright, etc.

contact info copyright, etc.

FOOTER