

Wild and Wacky Weather

Where All Your Weather Needs Are Met

w-w-weather.com

Site Purpose:

The purpose of this website is to inform the people in the town about the weather. It will also let the community know when there is an emergency situation. We will also post community activities and good services that are being done throughout the community.

Target Audience and Scenarios:

The majority of the audience is farmers needing to know the weather because of their crops. The rest are older with a dash of younger families.

Visitors to site:

All ages –

Those in mid 20s – 50s for weather report on crops.

Mothers, and children for school activities and lunch menu.

All for good service report and community activities.

Moms for Aunt Millie's recipe for the day.

All for movie theater information.

Average Annual Income: \$65,000

Average Education: High School

Average Size of Families: 4-5 children

Access the site:

Desktop: 35%

Tablet: 20%

Mobile: 45%

Who is Franklin High school playing next week in football?

You can find this answer in the School information page.

What's Aunt Millie's favorite bread recipe?

You can find this answer in the Aunt Millie's recipes and More page.

What is the weather Saturday if I want to go boating?

You would find this on the community page.

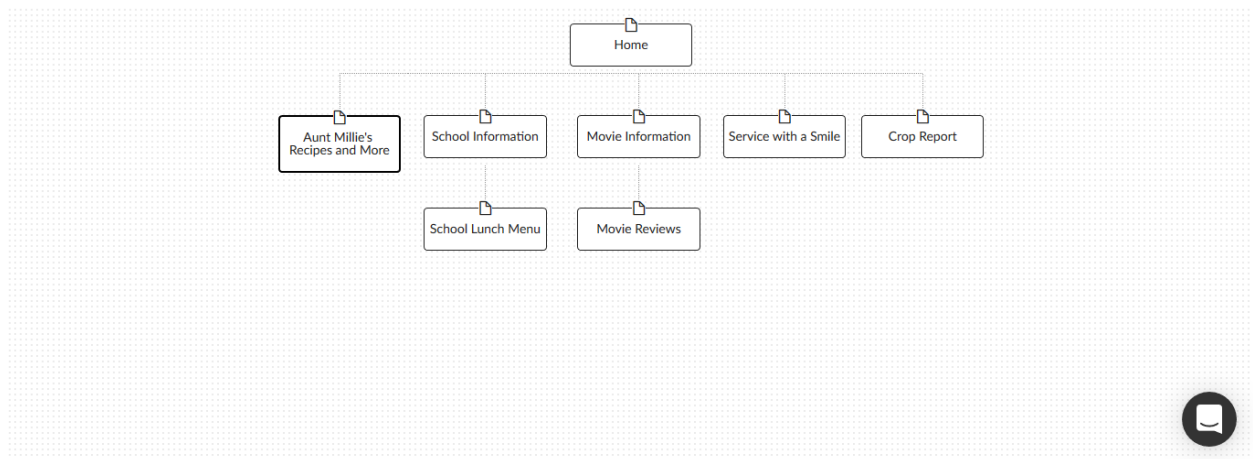
What is James Elementary school serving for lunch Friday?

You would find this under School information, which would link to school lunch menus.

What movie is playing Wednesday night?

You would find this on the movie information page.



Site Map:







Color Scheme:

Color scheme is greens with khaki. These colors are cool colors and soft on the eyes. Reminds a person of nature. The color green is associated with family, friends, pets and home. This is what we want in our site, family, friends, and feeling like home. We are a close-knit community and we want our site to feel the same.

Typography:

	Name:	Size:	Color:	Sample:
Site Header:	Matura Mt Script Capitals	36	#336600	Sample 
Primary Navigation:	Arvo – Google Font	32	#668c41	Sample 

Footer Navigation:	Arvo – Google Font	14	#7d9d5c	Sample 
Heading 1 (h1)	Source Sans Pro Semibold	30	#dodo82	Sample 
Heading 2 (h2)	Source Sans Pro Semibold	28	#dodo82	Sample 
Heading 3 (h3)	Source Sans Pro Semibold	20	#dodo82	Sample 
Paragraph Text (p)	Arvo – Google Font	16	Black	Sample 