

Website Planning Document

Weather's Story

Author: Mackenzie B. Lee

Site Purpose

The purpose of “Weather’s Story” is to tell not only the stories of the cities of Franklin, Greenville, and Springfield; but to also bring forward the current weather of the three cities mentioned.

Target Audience

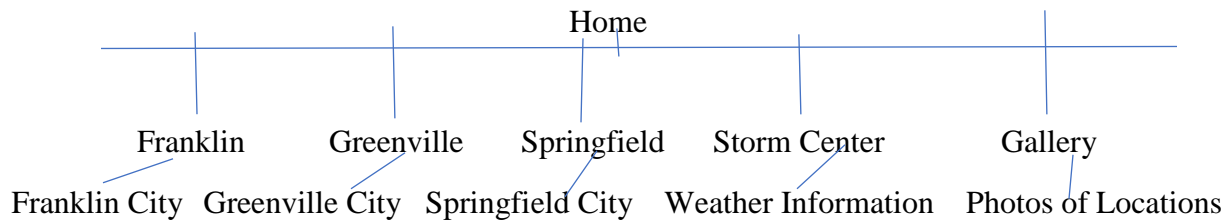
The target audience is busy college students that are not into planning for the weather of the current cities “Weather’s Story” provides.

Persona:

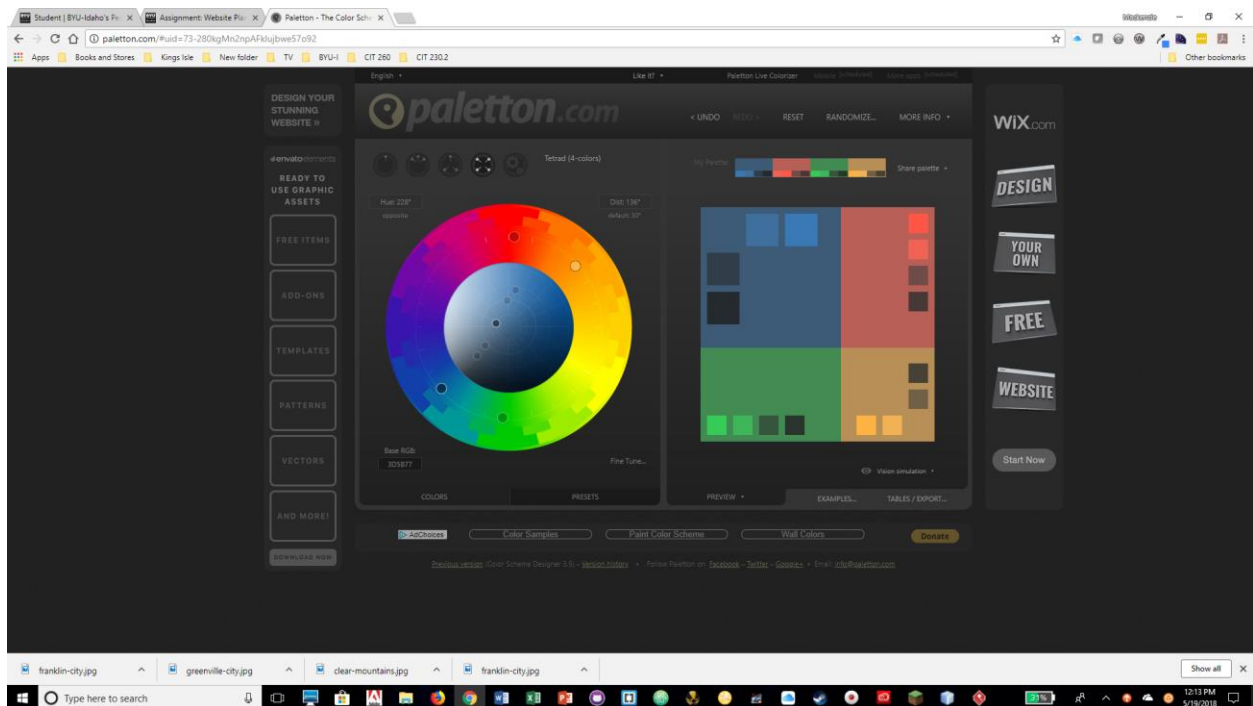


- **Name:** John Doe
- **Occupation:** College Student
- **Age:** 21
- **Interests:** Traveling, Flying, Play acting, Eating
- **Motivation:** John is not into planning. His last-minute scrambling, whether it is getting to his play-acting class in the morning or heading out on his latest adventure, has left him unprepared for weather conditions many times. He is tired of sleeping in the rain and snow. He would like to be more prepared without having to put much effort into it or planning in general.
- **Environment:** John is comfortable using laptops and mobile devices, he will most often be found on a smart phone. However, many of the places he frequents do not have great signal.

Site Map



Color Scheme



Background for Top Footer and Navigation: Light Blue- #3A79B5

Background for Bottom Footer: Darker Blue- #3D5A77

Body text: Black- #000000

Typography

Heading Font: Abril Fatface

@import url('https://fonts.googleapis.com/css?family=Abril+Fatface');

<link href="https://fonts.googleapis.com/css?family=Abril+Fatface" rel="stylesheet">

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z À Á Ê
a b c d e f g h i j k l m n o p q r
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2 3 4 5 6 7 8 9 0 (\$ £ € . , ! ?)**

43

Body Font: Karla

@import url('https://fonts.googleapis.com/css?family=Karla');

<link href="https://fonts.googleapis.com/css?family=Karla" rel="stylesheet">

Karla

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Wire-Frame Sketches



The Title

The site motto

header

Small
View
Sketch

Home

Franklin

Greenville

Springfield

Storm Center

Gallery

Nav

the gaps are not
necessary

Weather Story

Nullam tristique massa magna, sed
rutrum sapien consectetur et. Donec
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volutpat lobortis orci. Curabitur ut
efficitur nisl. Nunc elementum dolor in
erat cursus, e



main

City data sections
not shown in column

The Weather Site

123 Main St.

Franklin, MU 83454

(999) 999.9999

contact@theurl.com

footer

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The Title

The site motto

Medium
View
Sketch

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

Weather Story

Nullam tristique massa magna, sed rutrum sapien
consectetur et. Donec erat dolor, posuere sed erat
vitae, volutpat lobortis orci. Curabitur ut efficitur nisl.
Nunc elementum dolor in erat cursus, e



Franklin City

Town stats
Current Temperature:
more information ...

Greenville City

Town stats



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The Title

The site motto

Large View Sketch

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

Weather Story

Nullam tristique massa magna, sed rutrum sapien consectetur et. Donec erat dolor, posuere sed erat vitae, volutpat lobortis orci. Curabitur ut efficitur nisi. Nunc elementum dolor in erat cursus, ee, tnd ...dfklslf kdtldf. Tklldsl fl



Franklin

Town stats
Current Temperature:
[more information ...](#)



Greenville

Town stats
Current Temperature:
[more information ...](#)



Springfield

Town stats
Current Temperature:
[more information ...](#)



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Weather's Story

Providing the best weather service.

Preview of City Page

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

Franklin City, Franklin

Zip: "83237" | **Elevation:** "4501 ft." | **Location:** "42.0135°N, 111.8072°W"

Town Stats

Current Population: 30,000

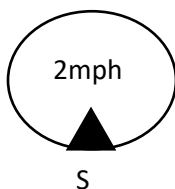
Zip Codes: 82230, 82337, 83237.

Current Temperature

25 F

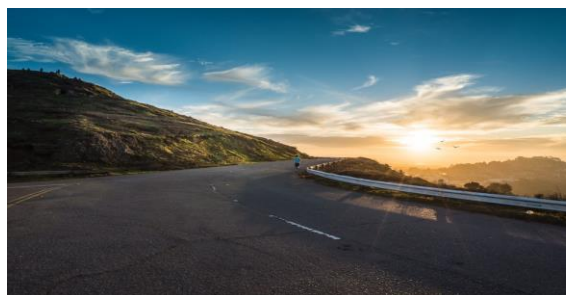
High: 34 Low: 10

Current wind speed



JavaScript

Wind dial may move depending on current wind conditions



No Border

Weather's Story

123 Main St.

Franklin, MU 83454

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