

# 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

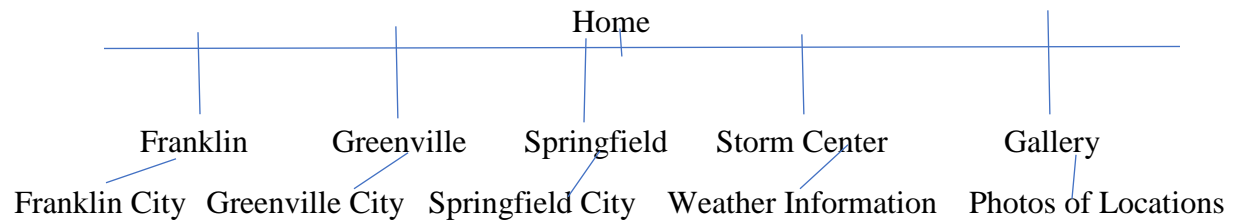
The target audience is busy college students that are not into planning for the weather of the current cities “Weather’s Story” provides.

### Persona:

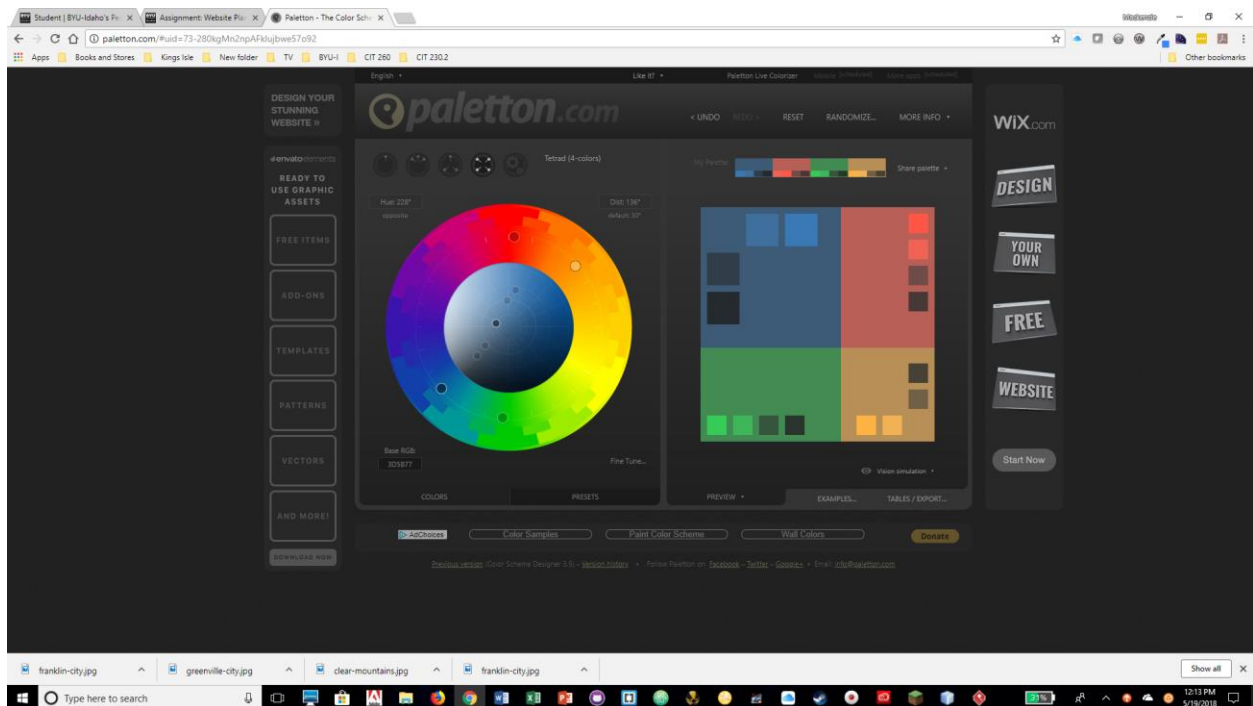


- **Name:** John Doe
- **Occupation:** College Student
- **Age:** 21
- **Interests:** Traveling, Flying, Play acting, Eating
- **Motivation:** John is not into planning. His last-minute scrambling, whether it is getting to his play-acting class in the morning or heading out on his latest adventure, has 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  
s t u v w x y z à á ê î ð ö ü & 1  
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  
erat dolor, posuere sed erat vitae,  
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



The Weather Site  
123 Main St.  
Franklin, MU 83454  
(999) 999-9999  
[contact@theurl.com](mailto:contact@theurl.com)

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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"

#### Current Temperature

25 F

High: 34F Low: 20F

JavaScript:

Wind dial  
may move  
depending  
on current  
wind  
conditions

#### Current Wind Speed

2mph

S

#### Town Stats

Current Population: 30,000

Zip Codes: 82230 to 83237.

[More information?](#)

#### 10 Day Forecast

# / | #F | #F | #F | #F | #F | #F | #F | #F | #F

#### Weather's Story

123 Main St.

Franklin, MU 83454

(999) 999-9999

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