

# Website Planning Document

## The Daily Forecast

Maddison Lackey

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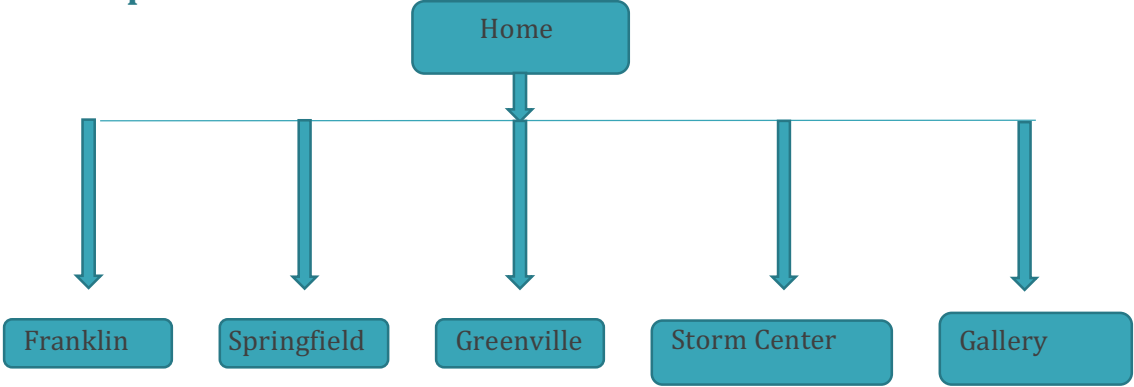
### Site Purpose

The purpose of this site is to provide easy access to the weather and current events in the cities of Franklin, Springfield, and Greenville. The site should have a clean cut design and needs to be easy to navigate, providing the best experience for visitors.

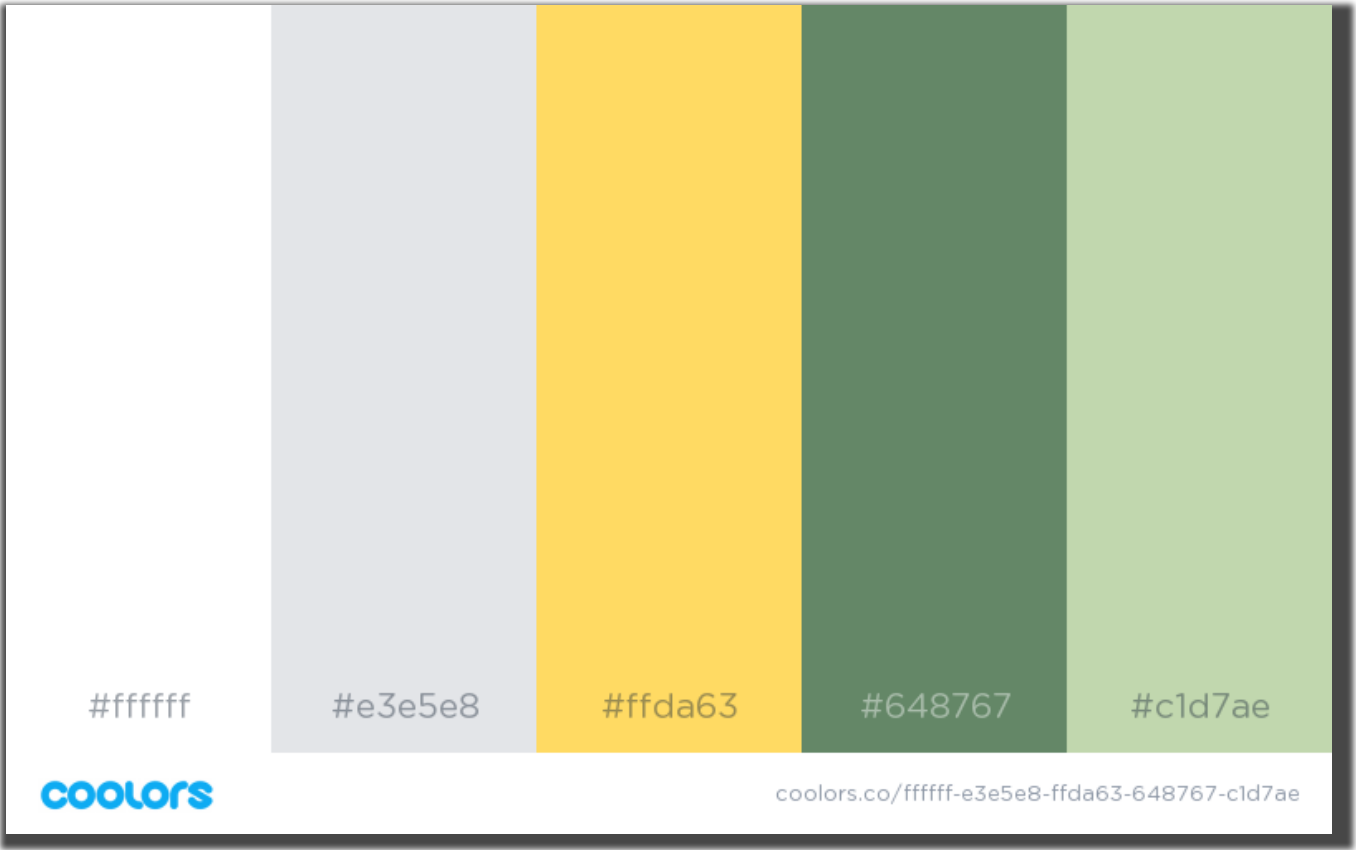
### Target Audience

The target audience are men and women who either live in or are visiting the cities of Franklin, Springfield, or Greenville. The site is for those who want to know the weather or the latest events in these cities that they will be residing in. The site is targeted to attract the attention from adults ages 18 and up who value a weather site with an accurate forecast and fun design.

Site Map



Color Scheme



## **Typography**

Avenir – light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body font size – 14

Heading font size – 20

**Avenir – Medium for Title**

**Font size – 30**

**Color - white**

## **Wire-Frame Sketches**

**Next Page**



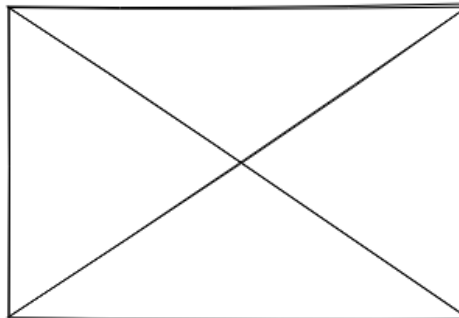
# The Daily Forecast

"Bringing the weather to you!"

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## Franklin

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## Ten Day Forecast



## Article

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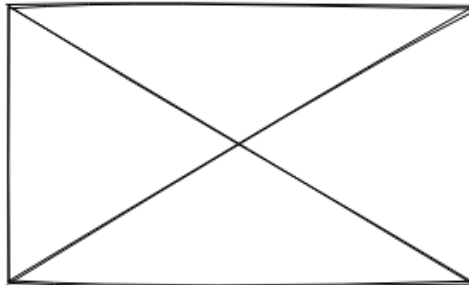
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Franklin, CA 91761  
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### Franklin



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### Ten Day Forecast



### Article

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