Day and Night Weather

Site Plan

By: McKenna Ashcraft CIT 230

Site Name

Dayandnightweather.com is the name of the site and the domain costs $12 per year.
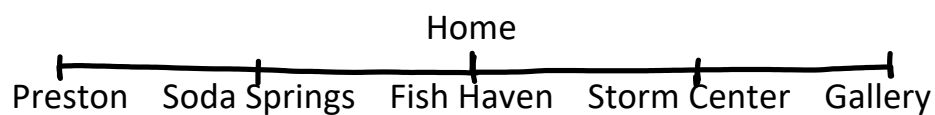
Site Purpose

Dayandnightweather.com will provide users with up-to-date weather information for their areas of interest. It will be optimized to provide this information no matter what device the user is viewing it on.

Day and Night Weather will help users to gain a better understanding of the weather and what to expect as they are planning outings, activities, or even their daily attire.
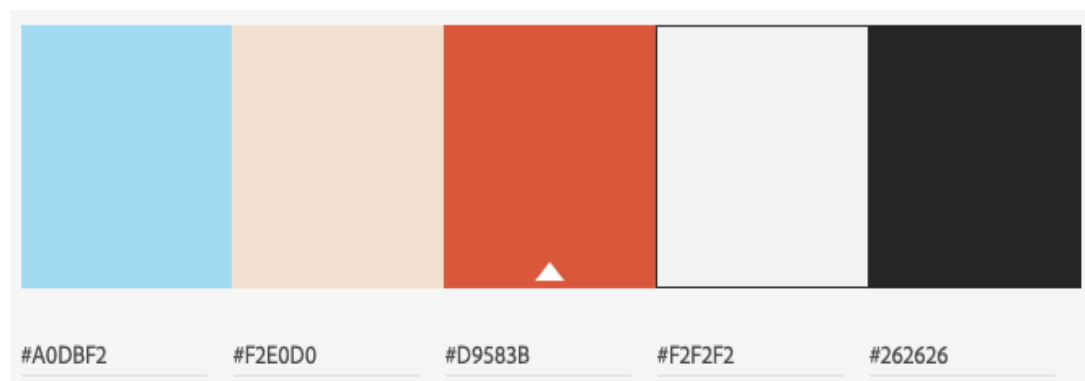
Target Audience

The audience for Day and Night Weather will be between ages 25-45, both male and female, reside in Idaho – or travel to Idaho – and will access the site on several devices.

Site Map

Home

Preston   Soda Springs   Fish Haven   Storm Center   Gallery

Color Scheme

| #A0DBF2 | #F2E0D0 | #D9583B | #F2F2F2 | #262626 |

The first two colors will be the main site colors, blue will be the main header color and the footer, with the nude color encompassing the box of the main body. Orange will act

as an accent, mainly for the menu and other prominent areas of the page. The white and black will also be used for areas of the website that need a more monotone feel or for text.

Typography

Site Header: Roboto or sans-serif. 35px. #d9583b

Menu: Roboto or sans-serif. 25px. #f2f2f2

Footer Menu: Roboto or sans-serif. 20px. #f2f2f2

Heading 1: Roboto or sans-serif. 25px. #262626

Heading 2: Roboto or sans-serif. 22px. #262626

Heading 3: Roboto or sans-serif. 19px. #262626

Paragraph: PT Serif or serif. 16px. #262626