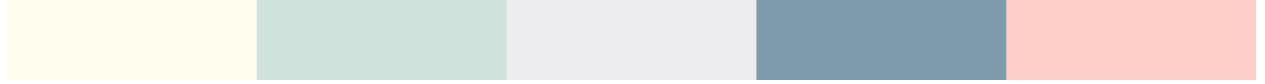




Rise and Shine

What to wear according to the weather



Maria Zubia
CIT 230:03

Overview

Site purpose

The main purpose of the website is deliver accurate weather information to the residents of the Franklin, Greenville, and Springfield communities.

The most important goal of the website is to help give residents advice on what to wear depending on the local weather. To achieve this goal, the site will include not only the local forecast but also gallery with outfit ideas and articles about fashion.

Target audience

Who: The target audience are mainly residents and visitors of Franklin, MU and surrounding communities. The site will be mainly for people in professional fields who are looking for ideas of what to wear during certain season/weather but also are in line with current trends.

Age: The site will be mainly directed to professionals who need ideas on how to dress not only for the weather but also fashionably. The target audience's age is between 22 and 62.

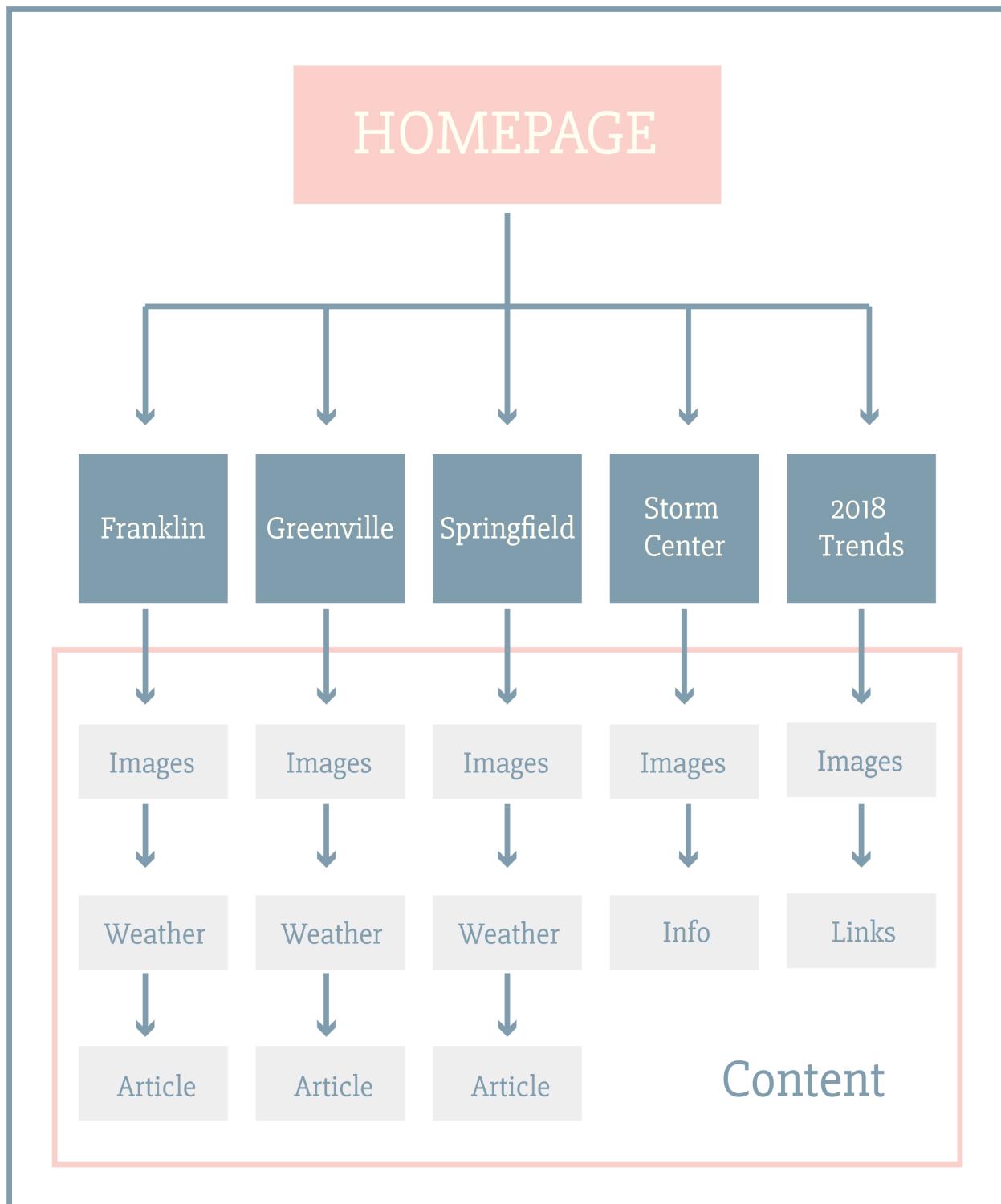
Income: Since the age difference is so vast, it means some of the audience will be just beginning in their respective industries with a salary to reflect that.

Technology: Since most of the users are highly educated people and usually on the go do to their busy life schedules, the website will be simple as to avoid wasting time and will also be easily accessible on their mobile devices.

Motivation: The users need accurate information to help them if they need to decide on an outfit. The users of the website are or looking to follow fashion trends or adapt them to their current wardrobe.

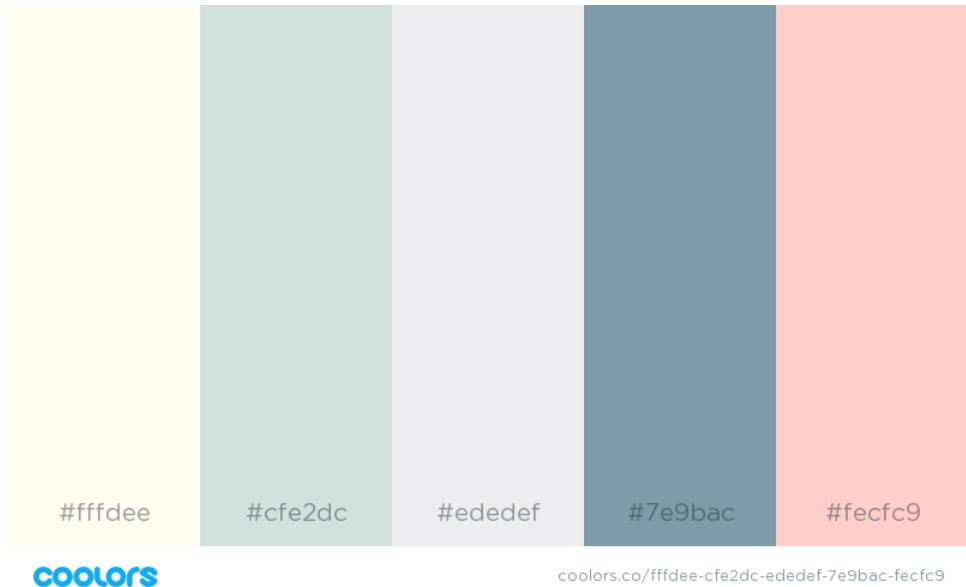
Layout

Site Map



Style Guide

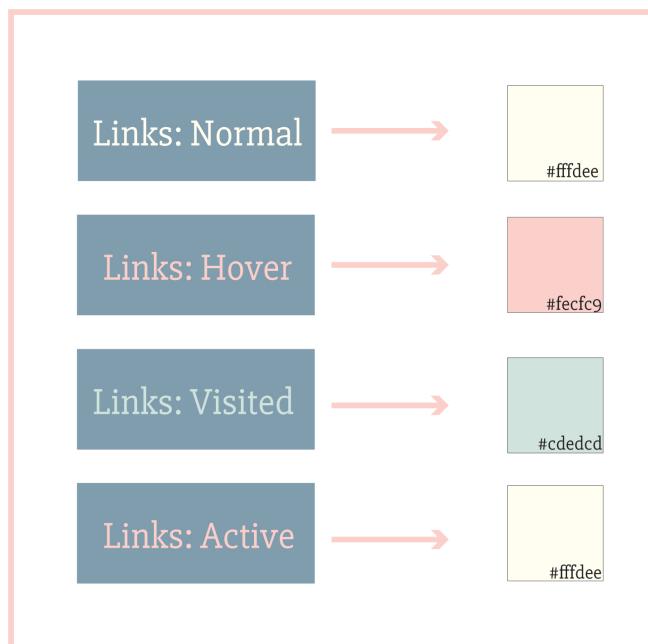
Color Pallette



Main Navigation

Franklin	Links: Hover
Greenville	Links: Visited
Springfield	Links: Active
Storm Center	The colors are pastel to serve as a “neutral” background for pictures of outfits. They are also gender neutral, since most of fashion websites are only directed to women, men often feel such websites do not include them.
2018 Trends	

HTML Elements



Typography

Heading Typeface

Font-family: Slabo 27px, serif

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Body Typeface

Font-family: Roboto, sans-serif

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Stylesheet

<link href="https://fonts.googleapis.com/css?family=Roboto|Slabo+27px" rel="stylesheet">

Wire-Frames

Small screen view



Medium screen view

Logo

Rise and Shine

What to wear according to the weather

Home Franklin Greenville Springfield Storm Center 2018 Trends

Weather Story

Franklin City

Ten day forecast
Current trends for Spring 2018 in our town
Chasing the storms: weather warning



What to wear for a night around town
Warmer weather is upon us!

What to wear for a night around town
Warmer weather is upon us!

Rise and Shine
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Franklin, MU 83454
(895) 452 8566
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Large screen view



Rise and Shine

What to wear according to the weather

[Home](#) | [Franklin](#) | [Greenville](#) | [Springfield](#) | [Storm Center](#) | [2018 Trends](#)



Franklin City

Ten day forecast
Current trends for Spring 2018 in our town
Chasing the storms: weather warning

Weather Story

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How a local metereologist and self proclaimed...

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What to wear for a night around town
Warmer weather is upon us!





Casual Friday?

How to look your best when it's above 100° degrees!

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Storm Chaser:
What is monsoon season?

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