

Website Planning Document

Tri-City Weather Happenings

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Site Purpose

Describe the site's purpose.

Inform those in the cities of Franklin, Greenville, and Springfield of what weather may be coming their way.

Target Audience

A description of the target audience.

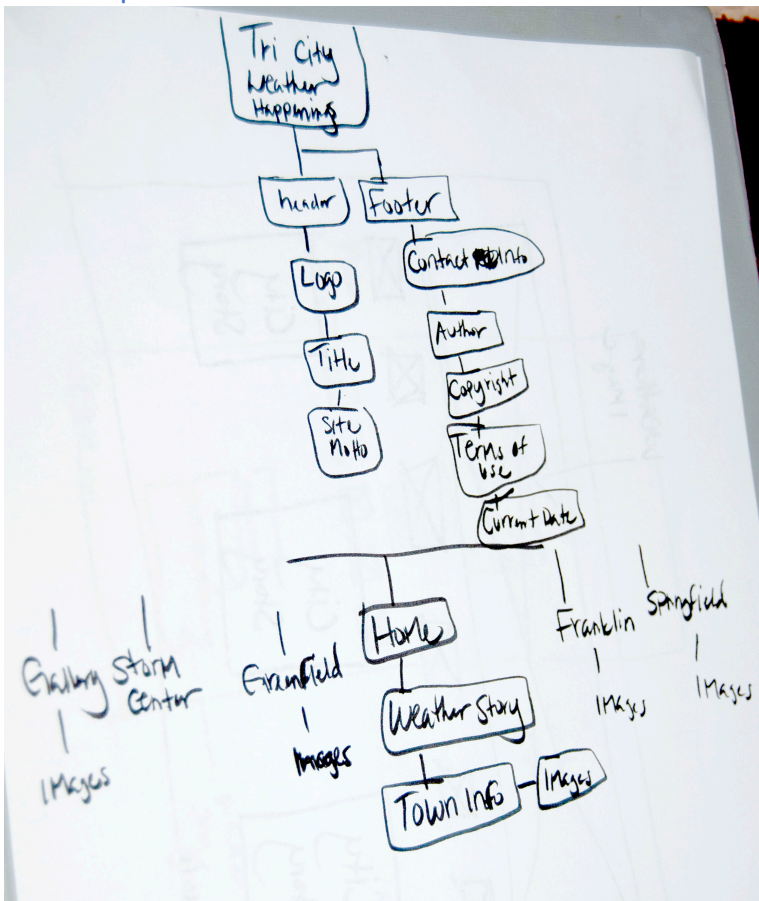
Males and Females between the ages of 24 and 55

Bachelor's Degrees

Income of \$60,000/year

Site Map

A site map.



Color Scheme

A color scheme with references to elements/content.

H1, h2, h3, h4, h5, h6 - Blue or Red

P - black

Nav - Blue or Red

Footer - background - blue - type will be white to stand out against the darker background

Typography

Typography selections with references to elements/content

The headings and titles will be bold, large and serif

The body copy will be regular, small and sans serif

The buttons will have the same typography as the headings/titles

Footer content will be small, contrasting yet legible

Wire-Frame Sketches

Three wire-frame sketches for small, medium and large (wide) screen views **for the city pages.**

