

Website Planning Document

AWF Accurate Weather Forecasts

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Site purpose

The Accurate Weather Forecasts or AWF website have the mission to inform people of the Franklin, Greenville, and Springfield city area about the weather condition. This is a important service in those areas, because they are particularly affected by storms, which cause extensive damage when they do not cause actual flooding. It is therefore important to provide timely information on the development of atmospheric conditions. It is also essential to provide citizens with a weather alert service to enable the community to put in place the appropriate actions to avoid danger to people. So, the main service the AWF website would to offer to the community is preventing warnings. The information must concern the specific areas and therefore the site must also be divided in such a way as to provide the correct information for that specific place. This is to avoid unnecessary scaremongering, and at the same time create a sense of trust in the information provided, and therefore on the credibility of the service.

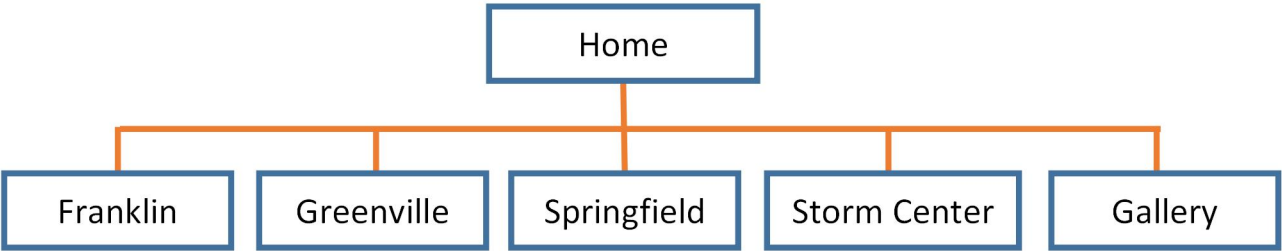
Target Audience

The target audience is all the people of the Franklin, Greenville, and Springfield city areas. The service cooperates in particular with the police, firemen, and all public services, from transport, to schools, to hospitals.

In any case, the main target of the website is the common people who must be able to be notified in time of the evolution of the meteorological situation, in order to adopt the correct behavior to avoid dangerous situations for their life.

Particularly important is the age group from 14 to 60 years, which are in possession of mobile phones or tablets, for personal reasons or for work. Young people having a high use of these tools, are particularly useful for receiving warnings and spreading among their acquaintances.

Site Map



Color Scheme

<http://paletton.com/#uid=c3I01460S0kls++7XX9bnZ1qK+TJ+Wu>



#659BFF				#7D6BFF				#FFC154				FF5854			
#BED1F5	#AAC6FA	#3F82FF	#0D5EF3	#C7C1F6	#B6ADFA	#5C46FF	#2D11F4	#FFE8C0	#FFDEA4	#FFB22A	#FFA200	FFC1C0	FFA7A4	FF2F2A	FF0700

	Color	Color when hover
Page background	#FFFFFF	
Header background	#FFFFFF	
Header typeface	#0D5EF3	
Navigation bar background	#0D5EF3	
Navigation bar typefaces	#FFFFFF	#0D5EF3
Navigation button	#0D5EF3	#BED1F5
Header typefaces	#FFFFFF #0D5EF3 #FFA200 #FF0700	
Paragraph typefaces	#000000	
Link in paragraphs	#2D11F4	#0D5EF3

Typography

Headings Font

Raleway bold 700

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Paragraph Font

Roboto regular 400


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Wire-Frame Sketches

Following, there are wire-frame sketches for small, medium, and large screen views for the city pages.

SMALL





Accurate Weather Forecasts

Timely information about the weather in your city

Home

Franklin

Greenville

Springfield

Storm Center

Gallery

Franklin City


Weather Data

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10 Day Forecast

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The weather today



City Article




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AWF Accurate Weather Forecasts - 132 Main St. - Franklin, MU 83454
(999).999.9999 contact@theurl.com

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LARGE



Accurate Weather Forecasts

Timely information about the weather in your city

Home

Franklin

Greenville

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Storm Center

Gallery

Franklin City


Weather Data

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10 Day Forecast

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The weather today



City Article



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