

# Website Planning Document

Website: *Climate Central*

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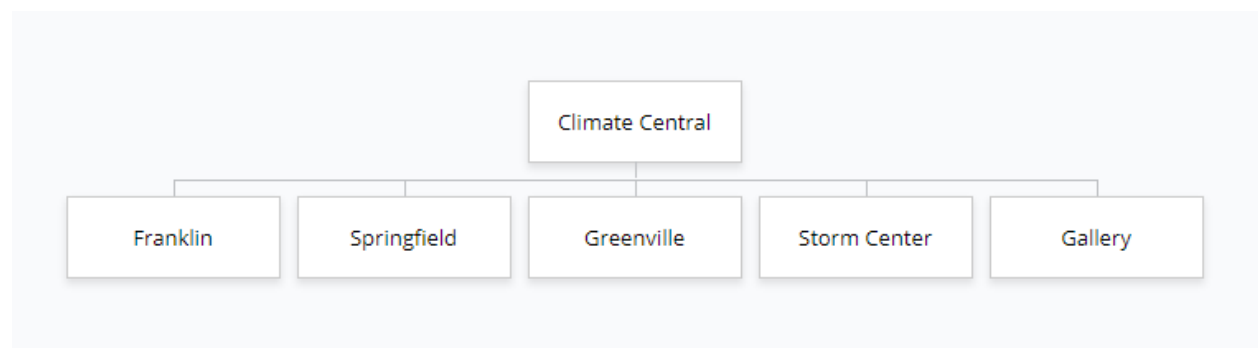
## Site Purpose:

The purpose of this site is to provide a service to its visitors that allows them to quickly get an overview of the current weather conditions, town information with relevant weather related articles and content.

## Target Audience:

The target audience consists of persons living in or nearby the cities of Franklin, Springfield, and Greenville. Target age group consists of those 16 years of age and older. This site is not targeted towards any specific income or education level. Site should be viewable on mobile devices, tablets, and desktop computers.

## Site Map:



## Color Scheme:

White (#fff), Black (#000), Light Blue (#dff), Dark Blue (#09f), gainsboro and dimgray.

## Typography:

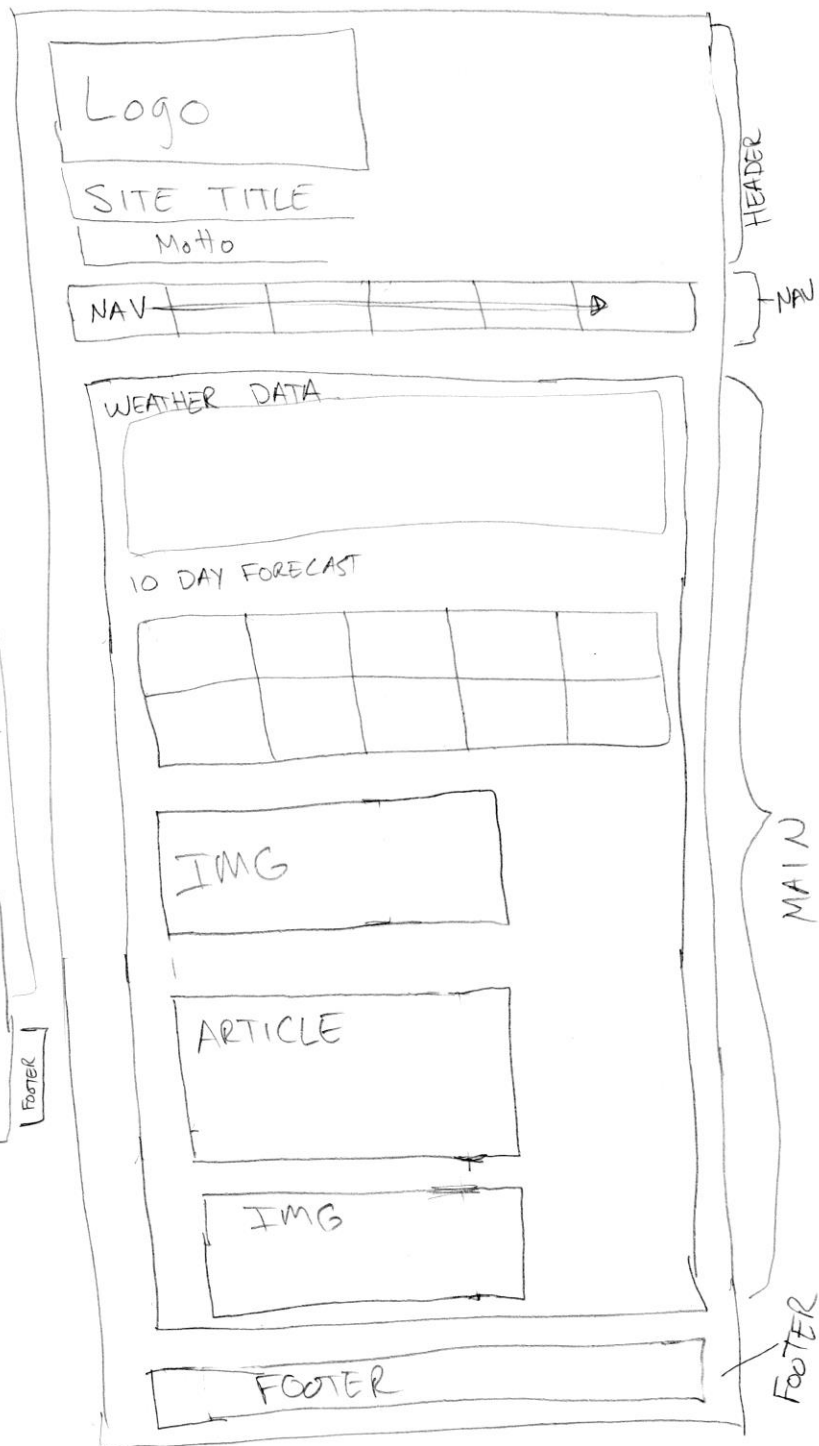
Site Header	Brush Script MT	38px	gainsboro	<i>Sample</i>
Navigation	Tahoma	28px	#000000	<b>Sample</b>
Heading 1	Trebuchet MS	32px	#000000	<b>Sample</b>
Heading 2	Trebuchet MS	24px	#000000	<b>Sample</b>
Paragraph Text	Georgia	16px	#000000	Sample

# Wire-Frame Sketches:

Mobile



MEDIUM



LARGE

LOGO				
TITLE				
MOTTO				
—	N	A	V	—
WEATHER DATA				
10 DAY FORECAST				
IMG		ARTICLE		
IMG				
FOOTER				