

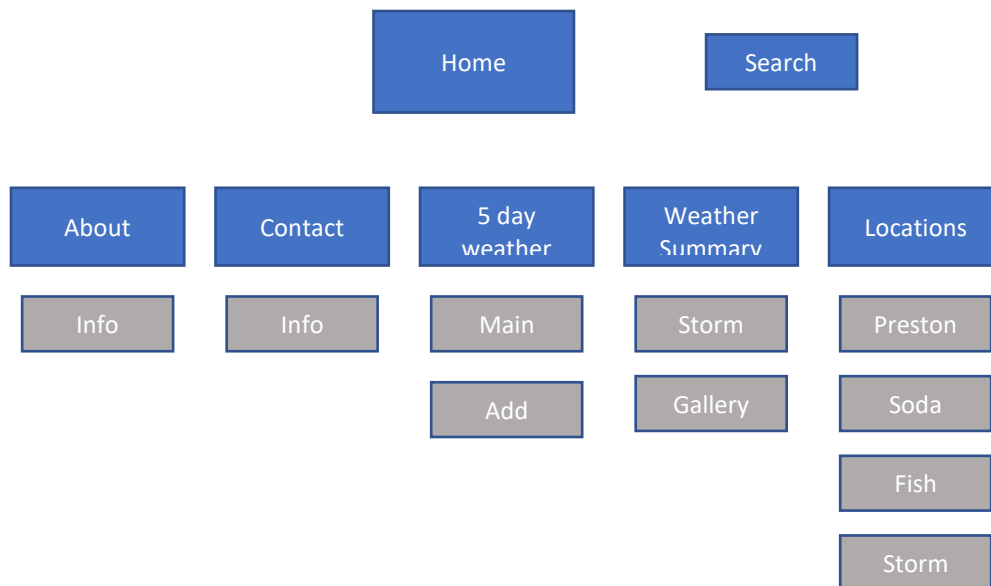
W04: Site Planning Document

Site name: Local Weather Updates

Domain: Weatherapex.com

Target Audience Description: Most of the audience will be driven from both older parties and farmers. Aiming towards farmers for their crops and productivity and aiming towards older parties for those who are traveling to work or planning trips for vacations. In addition, a small part of the target audience will include younger parties for just quick check of the weather for their own trips or activity planning. Another target audience would be the private sector, such as airlines, ranchers, railroads, oil refineries, and so forth. In addition, a small addition to the target audience would be other meteorologists and weather sites. The purpose of the site is to drive traffic for the targeted audience with accurate weather updates and to also allow others to plan trips based upon an accurate weather prediction for the forecasted week ahead.

Simple Sitemap:



Color Scheme: The color scheme for the site will be centered around a dark blue, a slightly lighter blue, grey, and white text. This scheme is for a weather vibe and feel, and in addition, a neutral kind of scheme.

Typography: The typography for the site will stick to Times New Roman font, with the title for each landing page being Calibri.

