Website Planning Document

The Weather Pulse

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Site Purpose

'The Weather Pulse' is an all-time accessible online platform that keeps you informed about the conditions of the atmosphere in your area, temperature and precipitation changes, as well as provides you with timely warnings about any dangers related to the extreme weather conditions.

Target Audience

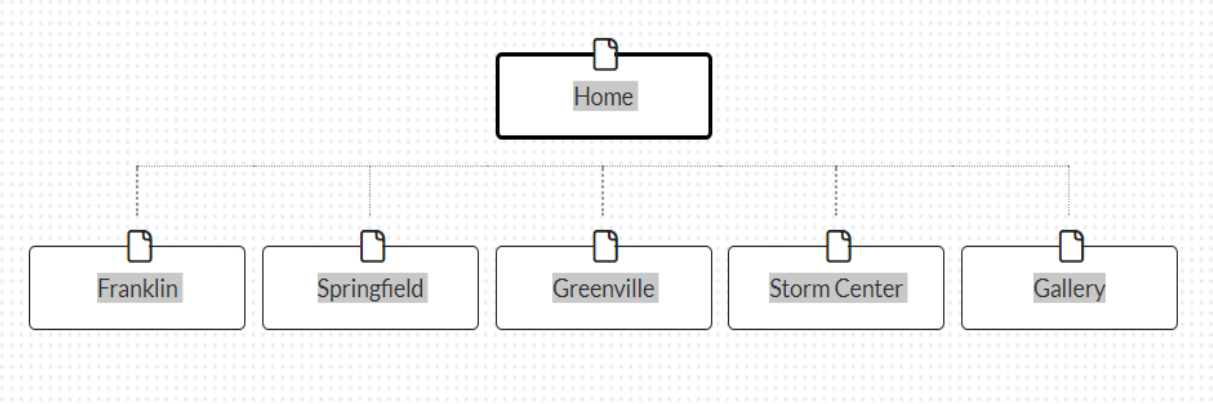
This website is created to provide the weather related information for the following Audience Groups:

General and private sector audience: camping, travelling, outdoor activities, recreation and work, etc.

Business related audience: power production and usage planning, transportation and weather related hazards, travel related companies, etc.

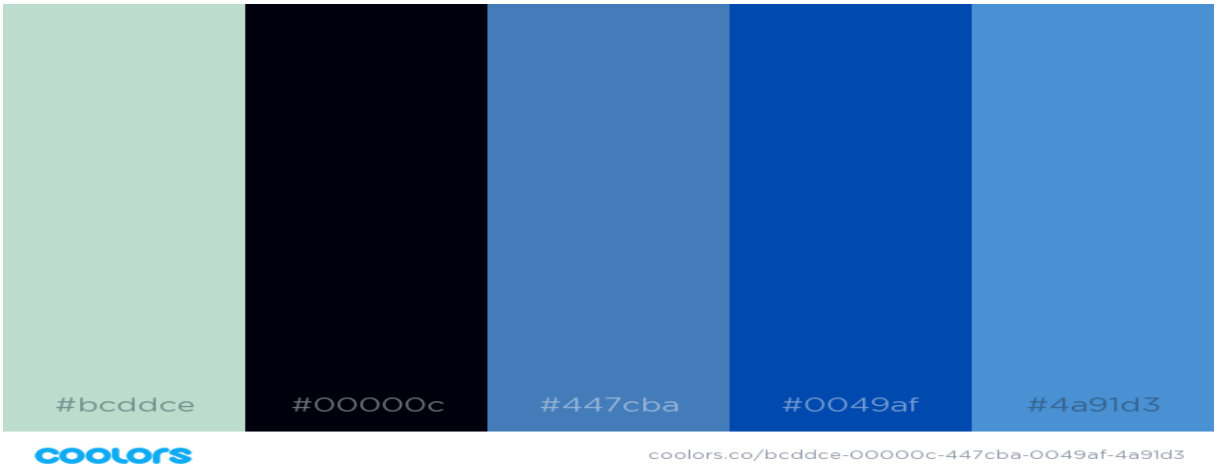
Specialty private sector: agriculture, farming, gardening, etc.

Site Map



(https://writemaps.com)

Color Scheme



https://coolors.co/bcddce-00000c-447cba-0049af-4a91d3)

Color References:

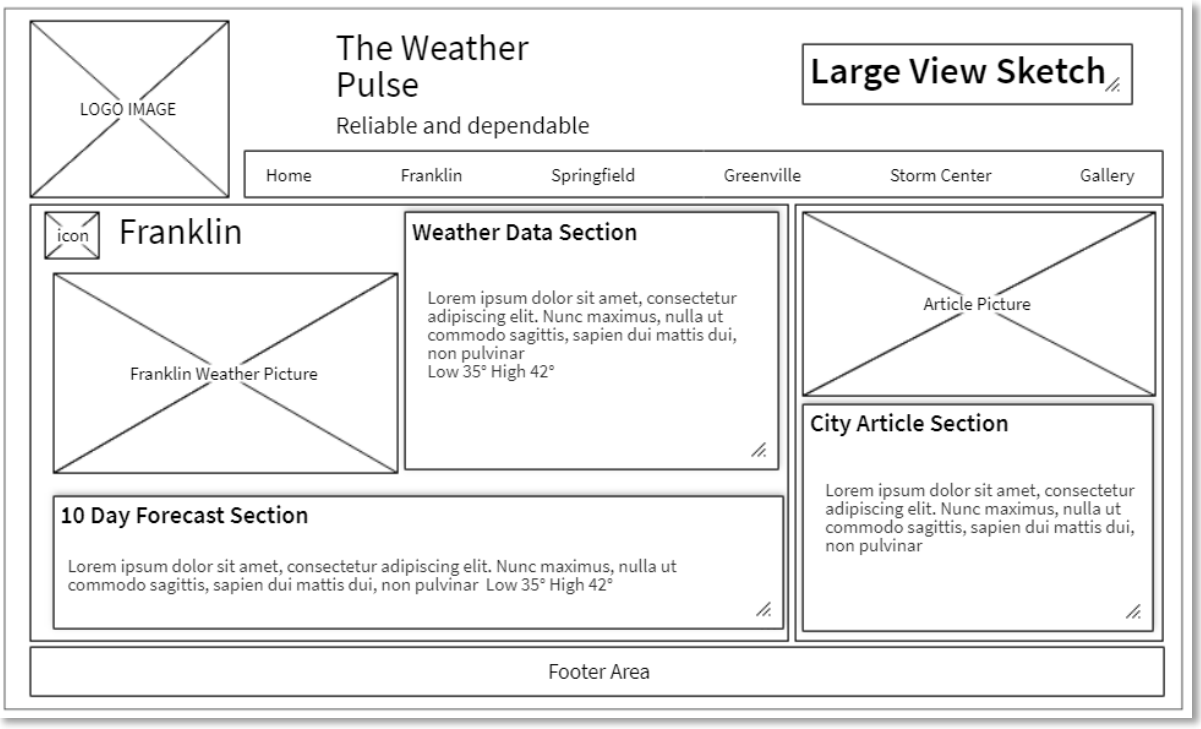
Additional color – white - **#FFFFFF**

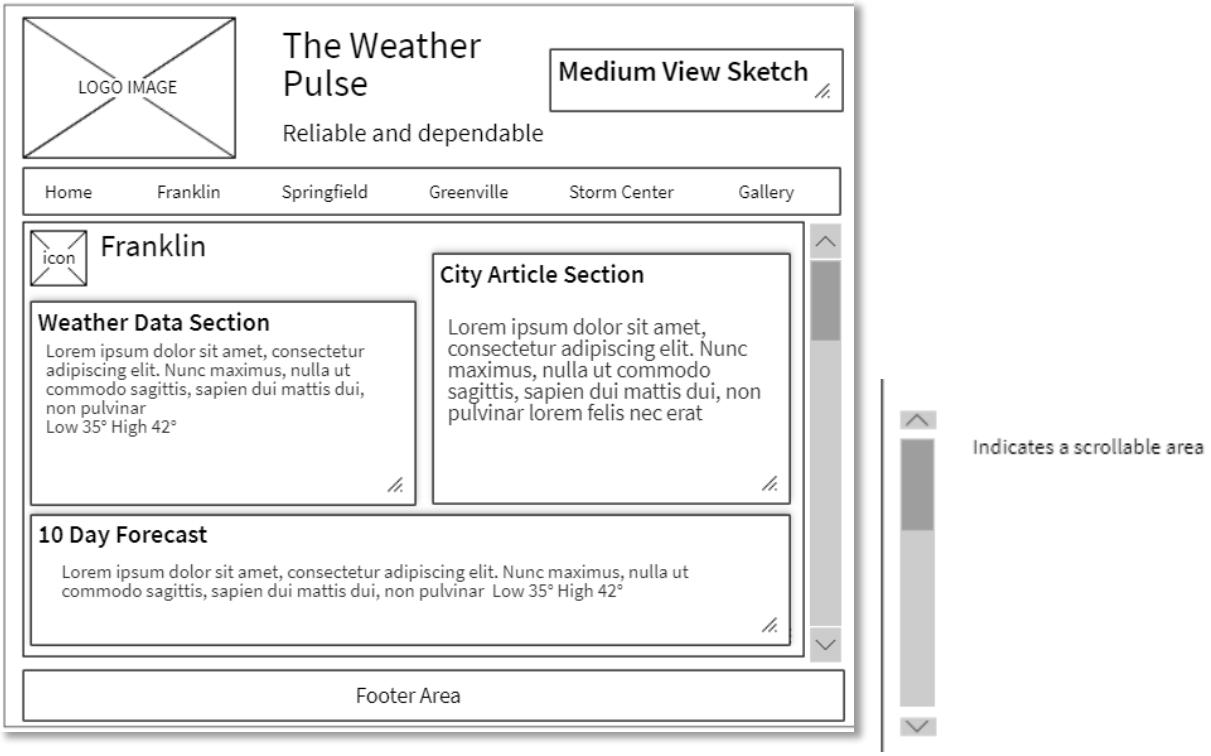
Logo text	#FFFFFF
Title Text	#0049AF
Motto, Box Template main, Headers Text	#00000C
Box Template Background	#BCDDCE
Navigation background	#4A91D3
Navigation Text	#00000C
Footer background 1	#4A91D3
Footer background 2	#447CBA

Typography

Main font – BebasNeueu Book	
Title font – BebasNeue Regular	
Footer/motto font – BebasNeue Light	
Story and footer Icons	

Wire-Frame Sketches




LOGO IMAGE
The Weather Pulse
Reliable and dependable
Medium View Sketch
Home
Franklin
Springfield
Greenville
Storm Center
Gallery
icon
Franklin
City Article Section
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat
Weather Data Section
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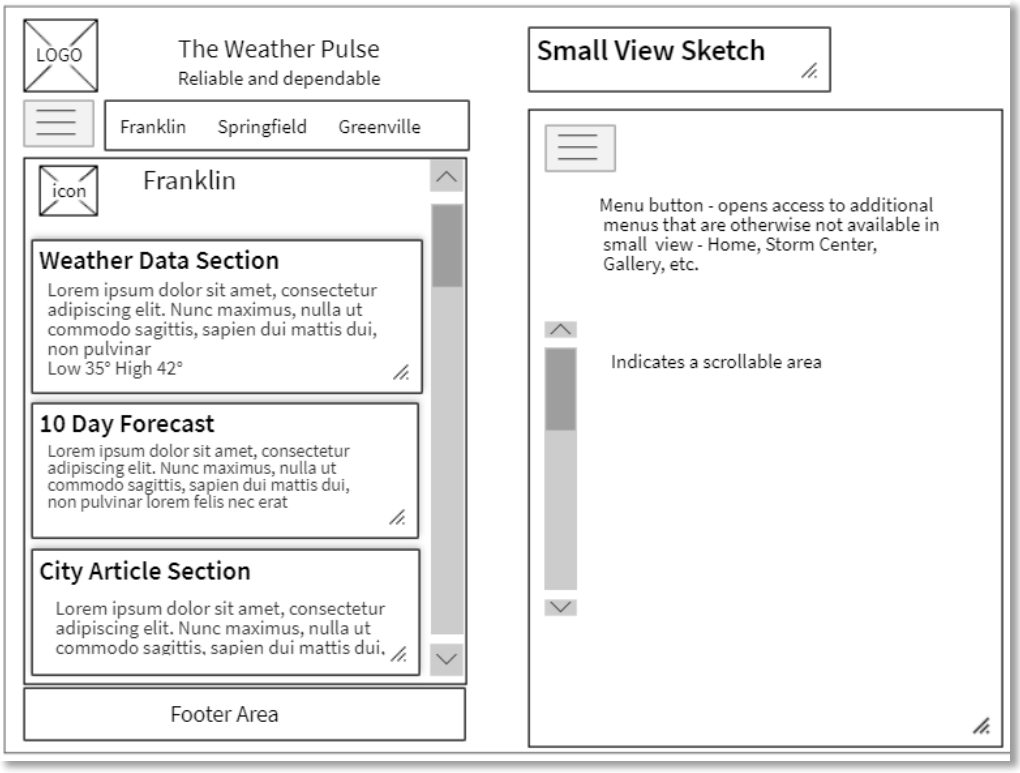
Low 35° High 42°
10 Day Forecast
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar Low 35° High 42°
Footer Area
Indicates a scrollable area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The Weather Pulse
Reliable and dependable
Small View Sketch
Franklin
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Weather Data Section
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City Article Section
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Footer Area
Menu button - opens access to additional menus that are otherwise not available in small view - Home, Storm Center, Gallery, etc.
Indicates a scrollable area