

Website Planning Document

The Weather Police

Slogan: "No weather update goes unnoticed."

Author: Sam Wagner

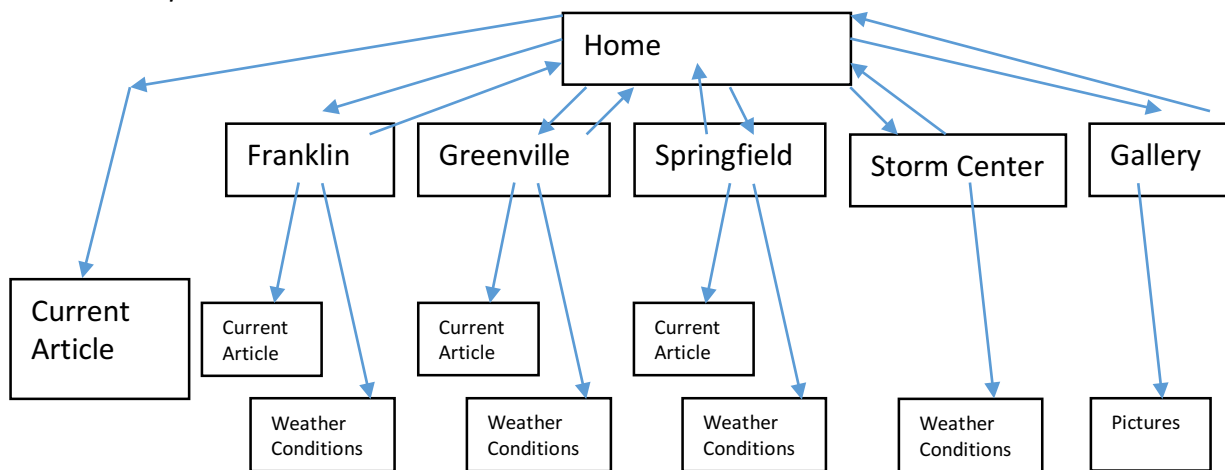
Site Purpose:

My site's purpose will be to inform the reader on local weather updates. They will be able to see local weather related news as well. The website will have an inviting atmosphere. Hopefully after visiting the website, people will want to visit the actual cities of Franklin, Greenville, and Springfield. The visitor should be receiving accurate weather updates as easily as possible.

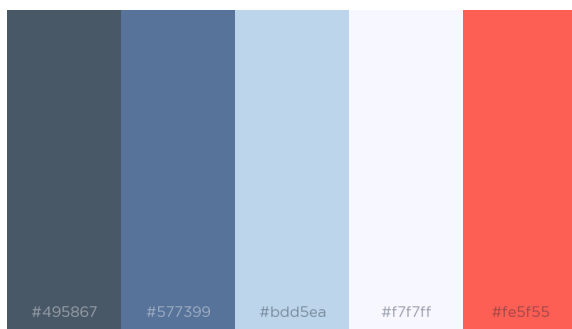
Target Audience:

Our target audience will be adults and head of households. We want the parents and grandparents to be able to visit the site and be able to enjoy the beautiful gallery of our towns. We want them to be enticed to bring their families and business. Most of all, we want anyone who visits our website to be able to trust our weather data. The website will be designed for locals as well as people who are planning to travel to our towns.

Site Map



Color Scheme



coolers

coolers.co/495867-577399-bdd5ea-f7f7ff-fe5f55

Typography

City of Franklin – Home of the great...
Ariel

City of Franklin – Home of the great...
PT Serif

Wire-Frame Sketches for each of the City Pages:

**Each City name at the top will be “The Weather Police: City of (so-so)”*

