



TELL ME THE WEATHER SITE

Website Planning Document

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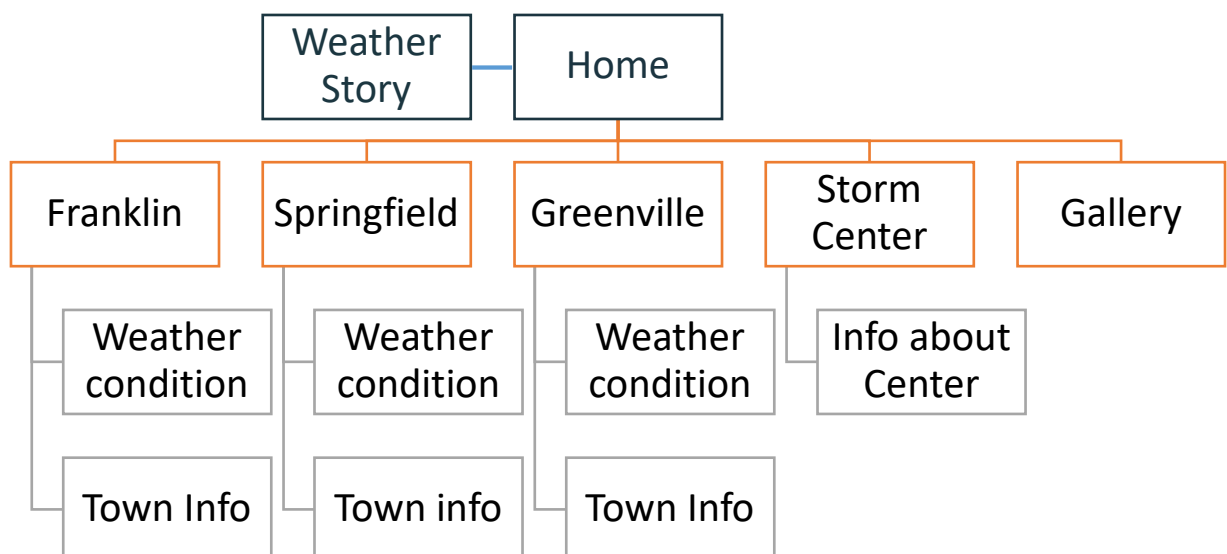
Site Purpose

Have an online presence so that web users know reliable, accurate, and updated information related to weather conditions in towns such as Franklin, Springfield, and Greenville, make also knowing about the Weather Center, and additional to that, by means of this website is looking that people recommend us through social networks to increase the number of visitors both digital and physical way. Likewise, to receive feedback from users.

Target Audience

This web site is addressed mainly to people from Franklin, Springfield, and Greenville town who would like to know more about its town's weather conditions. This audience is made up of young and old people who is active and organized. They need to be conscious of climate to be prepared before any natural event. This site is also address to travelers who move for any situation such as education, business, tourism, etc. Web users will access to website through a mobile, desktop, laptop or tablet which have an internet connection. They will be familiar with web browsing to find information in the website.

Site Map



Color Scheme

- This will be the dominant color. It will be used for logo, menu tabs, highlight important information, call to action button, titles and headlines.

- This will be the accent color. This will be used for current menu tab, and highlight secondary information.

- I will use this color in subtitles.

- This color will be used in primary navigation background

Typography

The primary text fonts are Allerta (heading) and Raleway (body).

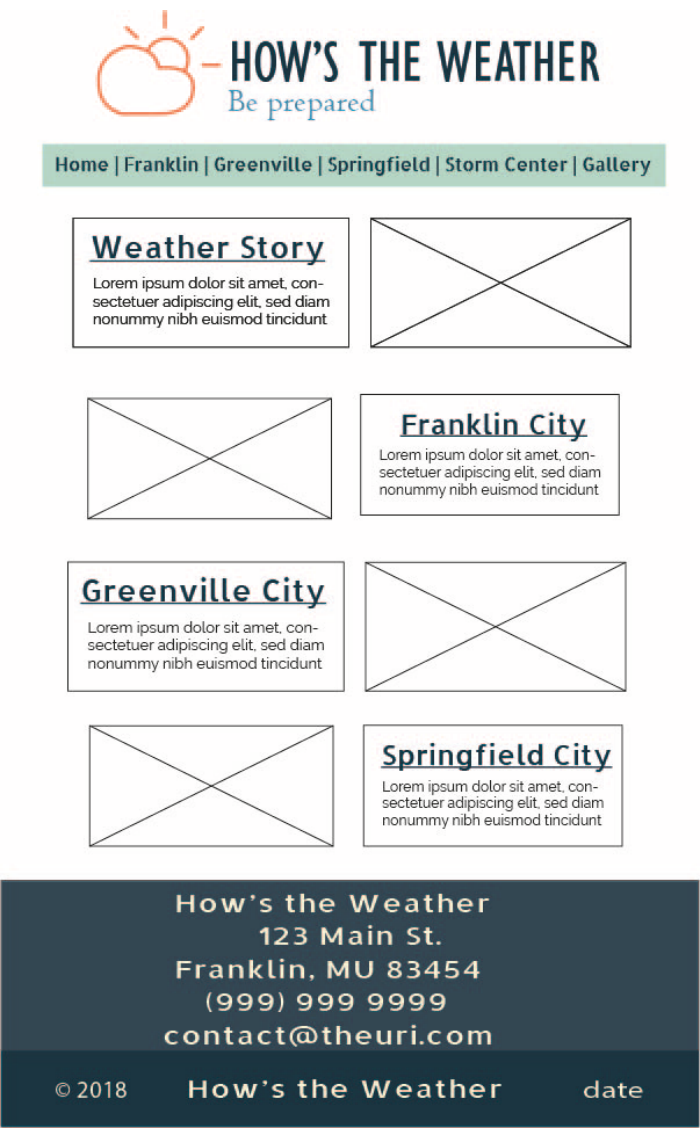
Site Header	Allerta	45px	#ffffff	Sample
Primary navigation	Allerta	40px	#B4D6C6	Sample
Footer Navigation	Allerta	25px	#1B3440	Sample
Heading 1	Allerta	35px	#1B3440	Sample
Heading 2	Allerta	30px	#F2845C	Sample
Heading 3	Allerta	25px	#4A849F	Sample
Paragraph text	Raleway	20px	#000000	Sample

Wireframes

Small View Sketch



Medium View Sketch



Large View Sketch

