

Website Planning Document

Weather Or Not

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Site Purpose:

The purpose of “Weather Or Not” is to provide an accurate weather forecast for the southern region of Massachusetts as well as recent new stories for the surrounding areas. The audience will be able to see the daily forecast (current and future), as well as a 5 day forecast. There will also be space

Target Audience:


The target audience includes both male and female ages 30-60 who live in the Southern region of Massachusetts. The audience includes people who enjoy winter sports and would like to see how much snow there will be or if the area will be receiving any new snow. The audience also includes people who travel to see what the driving conditions will be like. Most customers will be accessing my site from a mobile device.

Color Scheme:

The color scheme for “Weather Or Not” will include:

Blue: 326F8B 

Lime Green:  96B460

Gray: 6D6E71 

White: FFF 

My navigation bar and footer will be blue. The header will be white with social media buttons in blue, green, and gray.

I would like a container/border around each section. I am thinking the gray would work best. The font in the navigation and footer will be a white font.

Typography:

The typography for “Weather Or Not” will be a sans-serif font. I think the Montserrat typeface would be a great choice. I will use heavier weights for titles and possibly all-caps for the different containers.

current weather

live radar map

weather details

Franklin

Greenville

Springfield

Buttons to take viewers to current, 5 day, and 10 day forecast for each city.

Top Stories

Image

text

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search



current weather

weather details

live radar map

- Franklin
- Greenville
- Springfield

Top Stories

text

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Social Media

Footer

social media



logo & tagline

search

navigation bar

current weather

live radar map

weather details

Now

5-Day

10-Day

forecast

These are links to view forecasts on the city page

Top Stories

Image

text

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footer

