Website Planning Document

Rain or Shine!

Author: Amanda Bird

<u>Site Purpose</u>

This site is intended for use by the citizens of the community of Franklin and surrounding areas. We want to give valuable weather information that is current, relevant, and area site specific. People want to know if it will rain for the big football game, or how hot the 4th of July picnic will be. Will transporting my child to the basketball game be dangerous in the snow? These are the types of questions we want to have up the minute answers for! We want members of our community to be safe, happy and well prepared for any weather eventuality.

<u>Target Audience</u>

Busy moms with kids in sports.

Coaches, teachers and staff from Franklin and surrounding communities.

Teens with important date plans.

<u>Site Map</u>

Rain Or Shine!

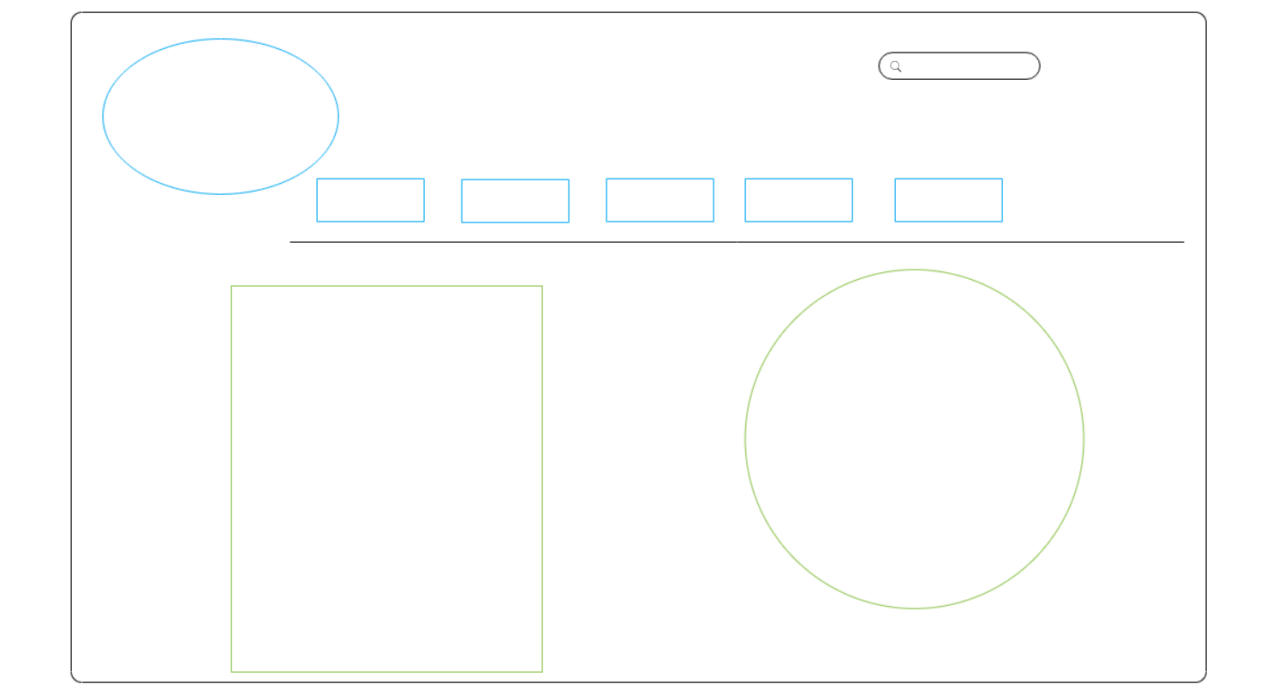| *Franklin City*	*Springville*	*Greenville*	*Storm Center*	*Gallery*
*Weather Data	*Weather Data	*Weather Data	Real Time Maps	
*10 Day Forecast	*10 Day Forecast	*10 Day Forecast	Weather Movements	
*Article	*Springville Athletic Schedule	*Greenville Athletic Schedule		
*Franklin Athletic Schedule	Football	Football		
Football	Basketball	Basketball		
Basketball	Baseball	Baseball		
Baseball				

<u>Color Scheme</u>

Light Green (#90EE90) will be the dominant color, representing nature and tranquility. Cornflower Blue (#6495ED) will be the accent color representing calm and peace. Both blue and green appeal to men and women, young and mature. These are colors that are found in nature, such as trees and the sky. Because this is a weather site, I think nature colors will work well. For my background color, I want a nice neutral beige/tan color, such as Ivory (#FFFFF0)

<u>Topography</u>

The font used will be Lucinda Bright. I think this font will go well with the nature, weather, peaceful theme we have going on.

Site Header	45px	Sample
Primary Navigation	30px	Sample
H1	30px	Sample
H2	25px	Sample
H3	20px	Sample
Paragraph	16px	Sample
Footer	12px	Sample

<u>Wire-Frame Sketches</u>

Select ▼

- Item 1
- Item 2
- Item 3
- Item 4

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