

# TOWN WEATHER

## Site Plan



SANGEUN PARK  
CIT230  
10/13/18

## Site name / Domain name

- Town weather / [www.townweatherutah.com](http://www.townweatherutah.com)

## Site Purpose

- The purpose of this site is to give weather information to people living in the towns which are Salt Lake City, Provo, and Orem. The site has simple design and needs to be easy to use navigations. Therefore, people will be able to know easily how weather each town is.

## Target Audience

- The target audiences for this site are residents of the towns and visitors in the future.
- Persona1: Residents who live in towns as full time.
- Persona2: Visitors who plan to visit these towns in the future.
- Persona3: People who want to see and know images and information about these towns.
- Persona4: Community center or school district who needs to know for students and residents to protect from snow or storm.
- Persona5: Other websites that need specific information about these towns.

## Color Palette

#B3D1FF	#000000	#4D79FF	#FFFFFF
Primary	Secondary	Accent	Accent

#B3D1FF	#000000	#4D79FF	#FFFFFF
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## Typography

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### Heading and Body Fonts

Headline Font-Family: Oswald, color: #4d79ff, 36px, style: bold

**Ex)** ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdďefghij

Body Font-Family: Quicksand, color: #4d79ff, 12px, style: none

**Ex)** ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabc

## Navigation

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### Main Navigation

Home	Salt Lake City	Provo	Orem	Storm Center	Gallery
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Link: normal: #b3d1ff (background color), #737373 (font color)

Link: hover: #6fc9f2(background color), #ff4000 (font color)

## Wireframes

