Website Planning Document

forecast4you.com website planning
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Site Name (Brainstorming)
- ~~weatherphenomena.com~~
- ~~goodweather.com~~
- ~~ilovetherain.com~~
- ~~rainyday.com~~
- ~~weatherornot.com~~
- ~~umbrella.com~~
- ~~aurora.com~~
- ~~atmosphere.com~~
- **forecast4you.com**

Site Purpose: The site purpose provides a brief statement about the purpose of the website drawing upon the client's functional specifications, the industry and any fictitious but viable goals that you deem to be reasonable. The site purpose should attempt to provide scope to the website in describing what services it provides.
- *Give users immediate information about forecast and other meteorological phenomena that directly affect the city, state or country.*
- *Help people to share relevant information which benefit their daily life to prevent any emergency or not emergency situation regardless climate and country.*
- *Notify mobile users about forecast and immediate climate changes and environmental.*
- *Give advice and orientation to learn to prevent aspects related with climate change, environmental and social responsibility.*

Target Audience: Requires some research about the website visitors by looking into the purpose and the industry, visiting similar sites and preforming surveys to discover what scenarios are relevant to the visitor. You may elect to develop personas for the distinct type of site visitors. This section should describe the target audience being judicious about the selection of the most plausible demographics.
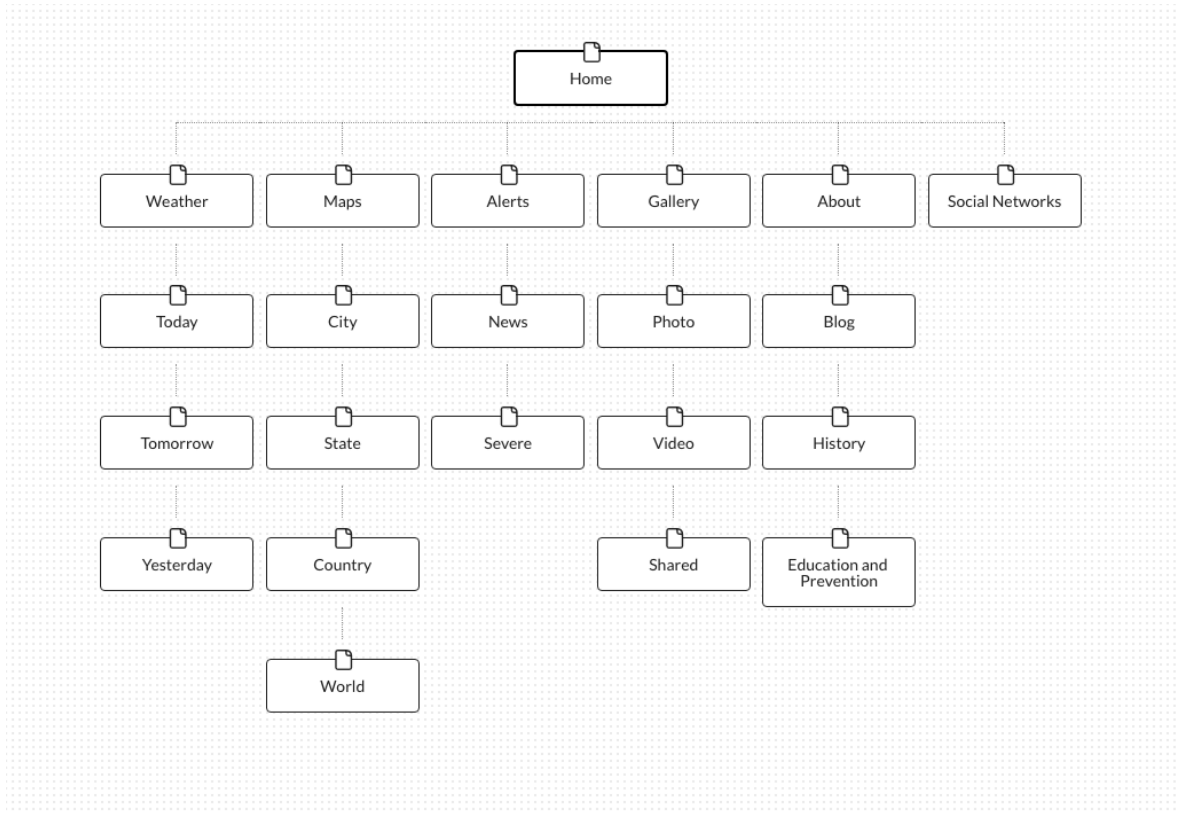Some visitor demographic information to consider is age, income, education, experience with the topic and family status. Additional audience information would include where, when and how the visitor will be accessing the site. What device will they be using?
Scenarios describe the visitors situational actions in using the site such as
- o Does that store carry a polo shirt in my size? What color options exist? Price?
- o How do I make a CSS-driven dropdown navigation bar?
- o I need to transfer funds from one account to another at my bank.
- o Who won the game last night? What was the score?
- o What's the weather going to be this weekend at the trail I'm planning to hike?

Target Audience: This website will be a little different audience, which are young to adult people (from 15 to 60 years old) who use forecast information to prevent their daily life, especially for their work or study life but also for their family. They know how to use mobile devices and get familiar with technology from cellphones and other devices.

Site Map: The site map is a sketch of all the website pages and references. It should illustrate the relationship between those pages. One online tool that you might find useful is: WriteMaps (3 sitemaps free)
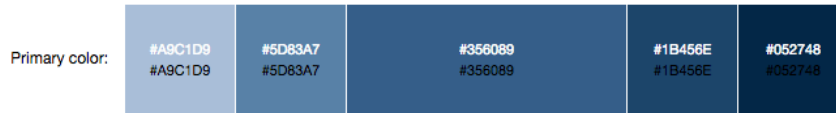

Color Scheme: The color scheme refers to the carefully selected site colors that reflect the organization's purpose and trademark colors. The planning document defines the color scheme through a color palette that labels color style definitions and swatches for site elements.
Colors Tutorial: You should know about HEX (base 16) based color designations and combinations of Red, Green and Blue (RGB).
Consider: http://www.websitebuilderexpert.com/how-to-choose-color-for-your-website/ a color scheme with references to elements/content

Color Palette by Paletton.com

Primary color:	#A9C1D9 #A9C1D9	#5D83A7 #5D83A7	#356089 #356089	#1B456E #1B456E	#052748 #052748

Primary color:

See the HTML source for more details.
Use the *Save / Save As...* command in your browser to store the document for latter use.

Color Scheme
Palette URL: http://paletton.com/#uid=13-0u0kleqt7DNlfhwAqalfybdQ

```css
/* CSS - Cascading Style Sheet */
/* Palette color codes */
/* Palette URL: http://paletton.com/#uid=13-0u0kleqt7DNlfhwAqalfybdQ */
/* Feel free to copy&paste color codes to your application */
/* As hex codes */

.color-primary-0 { color: #356089 }   /* Main Primary color */
.color-primary-1 { color: #A9C1D9 }
.color-primary-2 { color: #5D83A7 }
.color-primary-3 { color: #1B456E }
.color-primary-4 { color: #052748 }

/* As RGBa codes */

.rgba-primary-0 { color: rgba( 53, 96,137,1) }        /* Main Primary
color */
.rgba-primary-1 { color: rgba(169,193,217,1) }
.rgba-primary-2 { color: rgba( 93,131,167,1) }
.rgba-primary-3 { color: rgba( 27, 69,110,1) }
.rgba-primary-4 { color: rgba(  5, 39, 72,1) }

/* Generated by Paletton.com Â© 2002-2014 */
/* http://paletton.com */
```

```
#####  Color Palette by Paletton.com
#####  Palette URL: http://paletton.com/#uid=13-0u0kleqt7DNlfhwAqalfybdQ


*** Primary color:

   shade 0 = #356089 = rgb( 53, 96,137) = rgba( 53, 96,137,1) =
rgb0(0.208,0.376,0.537)
   shade 1 = #A9C1D9 = rgb(169,193,217) = rgba(169,193,217,1) =
rgb0(0.663,0.757,0.851)
```

```
    shade 2 = #5D83A7 = rgb( 93,131,167) = rgba( 93,131,167,1) =
rgb0(0.365,0.514,0.655)
    shade 3 = #1B456E = rgb( 27, 69,110) = rgba( 27, 69,110,1) =
rgb0(0.106,0.271,0.431)
    shade 4 = #052748 = rgb(  5, 39, 72) = rgba(  5, 39, 72,1) =
rgb0(0.02,0.153,0.282)


#####  Generated by Paletton.com (c) 2002-2014
```

Typography: The typography section of the planning document provides examples of the fonts to be used and where they are to be applied. Typography selections with references to elements/content

Merriweather Typeface from Google Fonts

Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic

<link href="https://fonts.googleapis.com/css?family=**Merriweather:300,300i,400,400i,700**" rel="stylesheet">

font-family: 'Merriweather', serif;

Alegreya Sans Typeface from Google Fonts

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic

<link href="https://fonts.googleapis.com/css?family=**Alegreya+Sans:300,400,500,700**" rel="stylesheet">

font-family: 'Alegreya Sans', sans-serif;

Wire-Frame Sketches
Three wire-frame sketches for small, medium and large (wide) screen views for the city pages. Use the specifications listed here and the home page sketches as a general guide and have the site maintain a consistent look and feel. Your sketches for these three views *will be modified by the client* in the next lesson with more details.

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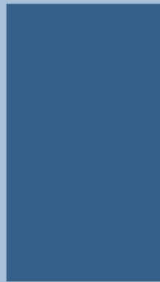experera velibus aut autem volorpore reptaque liqui cus, eiusci to eum dolectem vollab ium que dessimp orrorepudae parum re, alit ped quam ut et excea solupta ssinti ditiscilique volupta tureper ibusape lisque offici volorpore intinvelent ut et undis re volor.

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