Website Planning Document
Weather Wise

Author: Tanya Bowerbank

Site Purpose:

To provide local weather for 3 cities, Franklin, Greenville and Springfield. The site will include a Storm Center to track current storms and weather alerts. It will also have a Gallery of pictures from the cities showcasing different weather pictures, for instance, fall festivals, winter snow, spring foliage and summer fun in the sun pictures. Each city will also have a section to highlight current events.

Target Audience

The site will cater to local residents of the 3 cities in addition to those travelling to the region. Families will use the site to check the daily forecast to dress for school and plan weekend activities or sporting events. Adults will use the site to check weather forecast and driving conditions for commute travel or weekend plans. Teenagers will use the site to see promoted local events in each city.

Site Map

Color Scheme

Primary	Secondary	Accent	Accent
#2B4C75	#27673A	#CE7628	

Main headlines will be in the dark blue. Smaller headlines & highlights will be in green and accents in the oranges. Links will start in light blue and change to green when visited and hover in orange.

Typography

Large headlines will be in Impact, Fantasy. Body will be in Helvetica, San-Serif and the City stories and headlines will be in Trebuchet MS, San-Serif.

Wire-Frame Sketches

The website will utilize center alignment and will have same basic format across all platforms