Website Planning Document

The Weather Vine
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Site Purpose

The objective for The Weather Vine website is to provide current weather information for 3 local cities, while maintaining a user friendly experience for the people that will be accessing the pages of the site. The website will contain up-to-date weather conditions, specific town information and other relevant articles and content that pertain to the cities listed in the main menu. The Weather Vine needs to be a responsive design that works on multiples devices such as desktops/laptops, tablets and smartphones, due to the changing demand of technology. Our goal is to create a place with accurate weather conditions where people will frequent the site often. It will also help assist the local public to make decisions regarding travel and how to dress appropriately for the climate.
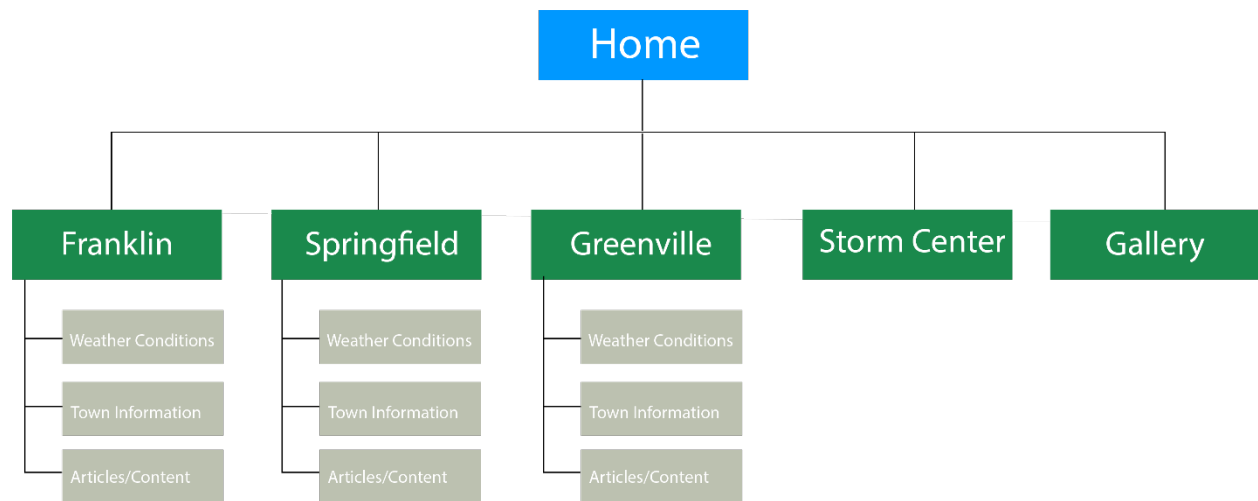
Target Audience

The target audience ranges from 18 to 65. This range can be broken down to specific demographics. The first age group is from 18 to 25. These individuals are attending college and universities. A portion of those students commute because they live at home or off campus, using public transit or personal cars. The other portion live close to campus and rely on shuttles and walking to get to classes. Majority of this age group are technologically diverse. They rely on their phones and social media for news and weather. This age group are active outdoors and would be concerned with what dress is appropriate for the conditions outside and if will affect their plans.

The second age group would be from 25 to 50 respectively. Majority of this bracket of people have families that have school age children. Their concern is for their children and meeting their needs. They make decisions how to send their children out the door to school and activities based on information gather from the weather sites. They are career minded people, business owners and employees. This group of people also have a good handle on technology and they would access information on the internet through desktops, mobile and tablets.

The last age group would be those from 50 to 65. These individuals are still working class but are more experienced in the workforce. Some are caring for their grandchildren. They are concerned with maintaining their health and go for walks to maintain an active lifestyle. They travel when weather conditions are good. This age group is still familiar with technology but majority rely on their desktops to view the news. They prefer to view the internet with a bigger screen. A good portion have a smart phone but don't take advantage of all the uses the device has to offer.

Site Map

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                              ┌──────────┐
                              │   Home   │
                              └────┬─────┘
        ┌──────────────┬───────────┼───────────────┬───────────────┐
 ┌──────────┐  ┌──────────┐  ┌──────────┐  ┌──────────────┐  ┌──────────┐
 │ Franklin │  │Springfield│ │Greenville│  │ Storm Center │  │ Gallery  │
 └────┬─────┘  └────┬─────┘  └────┬─────┘  └──────────────┘  └──────────┘
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Franklin	Springfield	Greenville
Weather Conditions	Weather Conditions	Weather Conditions
Town Information	Town Information	Town Information
Articles/Content	Articles/Content	Articles/Content

Color Scheme

6a8b92   # a9bb8c   # efede6   # 4a494a

The background for the website will be light gray. The blue will be the base color for the header and the footer. The nav and body copy will be the accent color of the smoky black. The links to the pages will be the light gray but when hovered over will be a few shades darker in the same color family. When visited the link will turn to the green accent. The headings to the articles will be in green also which will repeat the colors of the logo. If the green does not contrast enough, we will consider using a hue of red, brown or orange for an accent color.

Typography

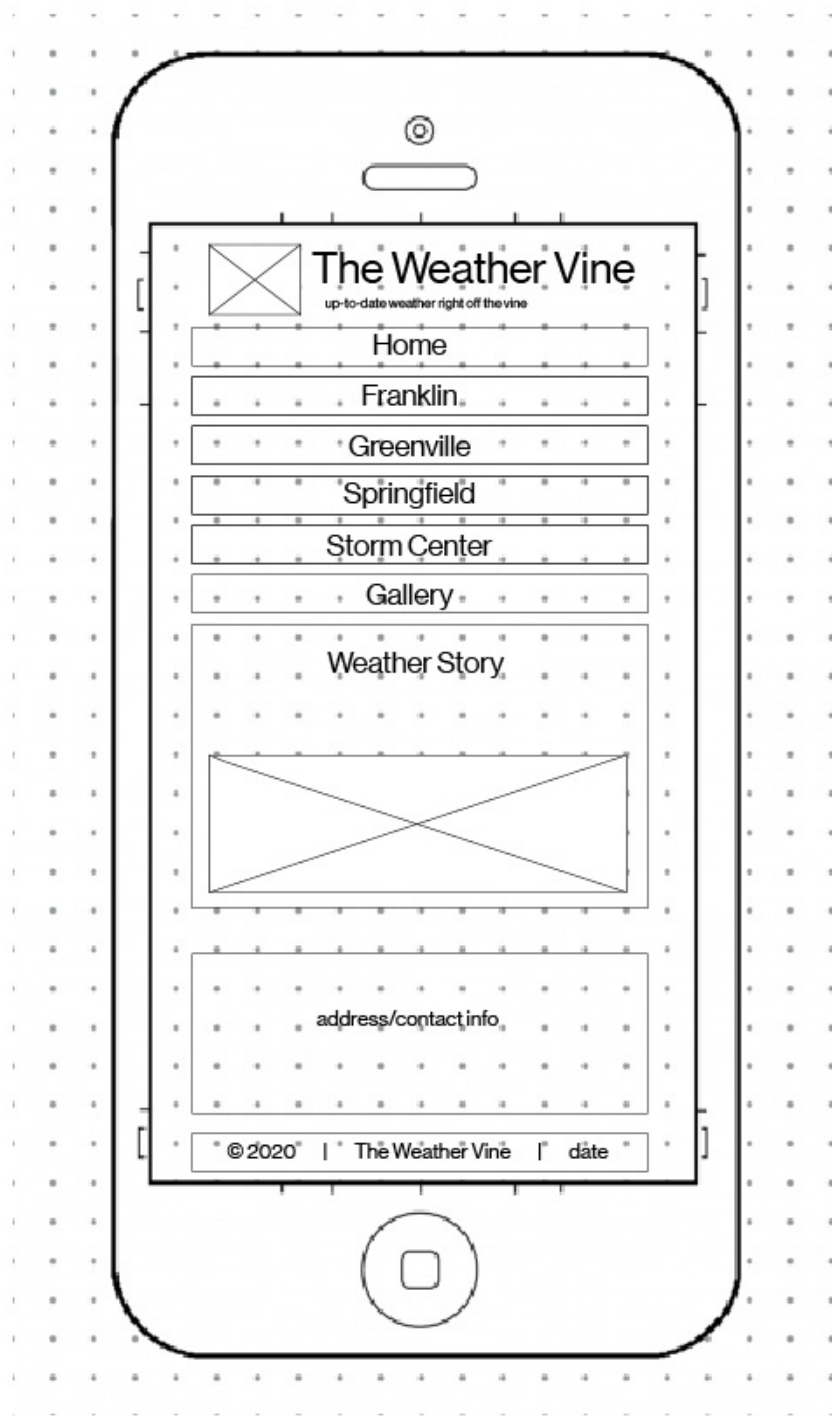|				
Site Header	Neue Haas Grotesk	40px	#6a8b92	Sample
Primary Navigation	Neue Haas Grotesk	30px	#efede6	Sample
Footer Navigation	Neue Haas Grotesk	20px	#efede6	Sample
Heading 1 (h1)	Neue Haas Grotesk	30px	#a9bb8c	Sample
Heading 2 (h2)	Neue Haas Grotesk	25px	#a9bb8c	Sample
Heading 3 (h3)	Neue Haas Grotesk	20px	#a9bb8c	Sample
Paragraph Text (p)	Baskerville MT	16px	#4a494a	Sample

Wire-Frame Sketches

Small screen view

The Weather Vine
up-to-date weather right off the vine

Home

Franklin

Greenville

Springfield

Storm Center

Gallery

Weather Story

address/contact info

© 2020 | The Weather Vine | date
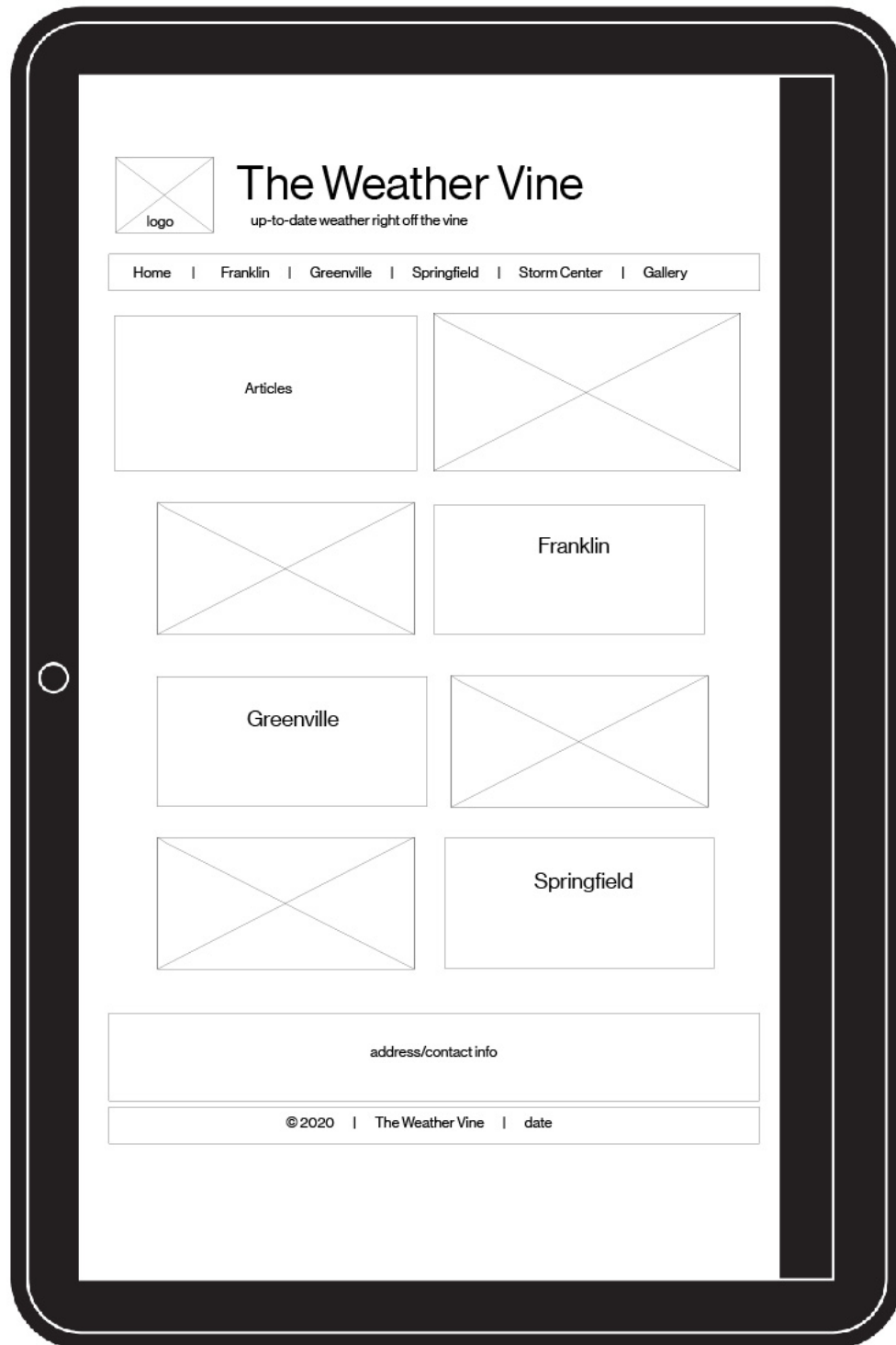
Medium screen view

Android tablet (large) – (800 pixels wide X 1280 pixels tall): Example – *Samsung Galaxy Tab 2 10"*

Browser Window – (1024 pixels wide X 1200 pixels tall) *For typical desktop or laptop browsers*

The Weather Vine

logo

up-to-date weather right off the vine

| Home | | Franklin | | Greenville | | Springfield | | Storm Center | | Gallery |

Articles

Franklin

Greenville

Springfield

address/contact info

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