

Website Planning Document

“Weather Compass” Site

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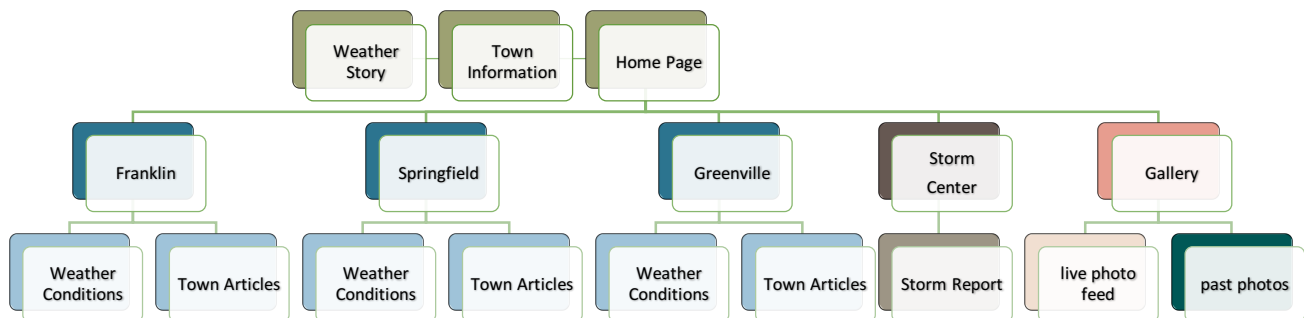
Site Purpose

The main purpose of the site is to find out the weather forecast, future storm forecast of the cities, and the live photo feed of the weather or scenery of those cities. Users can also read brief information about the cities for traveling purpose.

Target Audience


















The target audience are hikers or RV campers. The ages are family members from 15 to 40 with college or higher education. The income status is middle-class income. Audience can use the website on their computers for planning trips, but they will be mainly using cellphones and tablets for the website when they're in the town.

Site Map










Color Scheme

Mainly in warm blue combination:

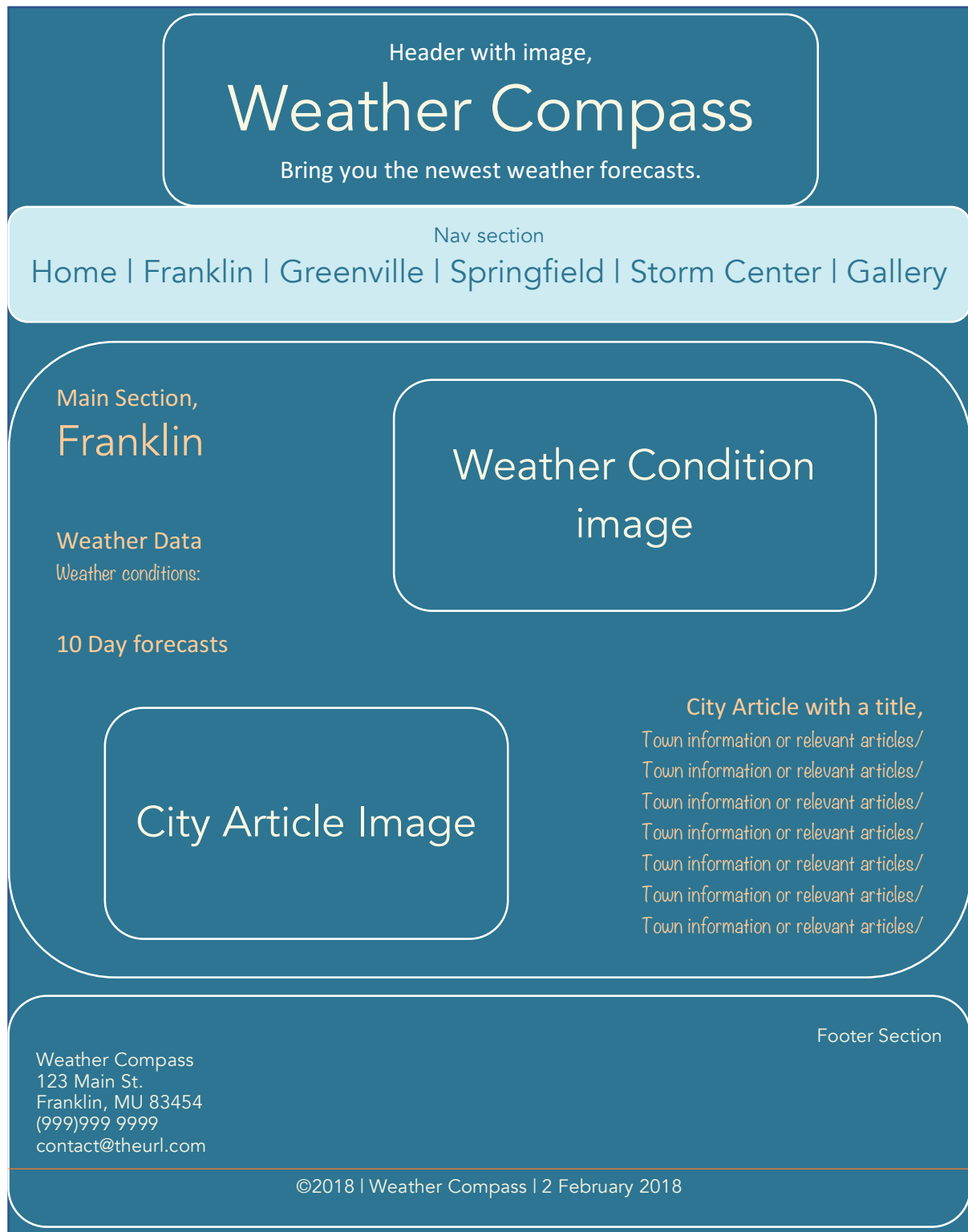
- Home page color scheme:  9FA373,  D1D0B4,  8B1D03,
- City page color scheme:  2D7592,  A0C4DB,  CDEBF1,  FFCB99,
- Storm center page color scheme:  D1D0B4,  9E9686,  F2E0D2,
- Gallery page color scheme:  E99F90,  005857,  F2E0D2,
- Header, Primary Navigation, Footer Navigation, heading 1, heading 2, Heading 3, paragraph text for all pages:  E8E3B8,  F9F6E3,  D1D0B4,  CDEBF1, or white.

Typography

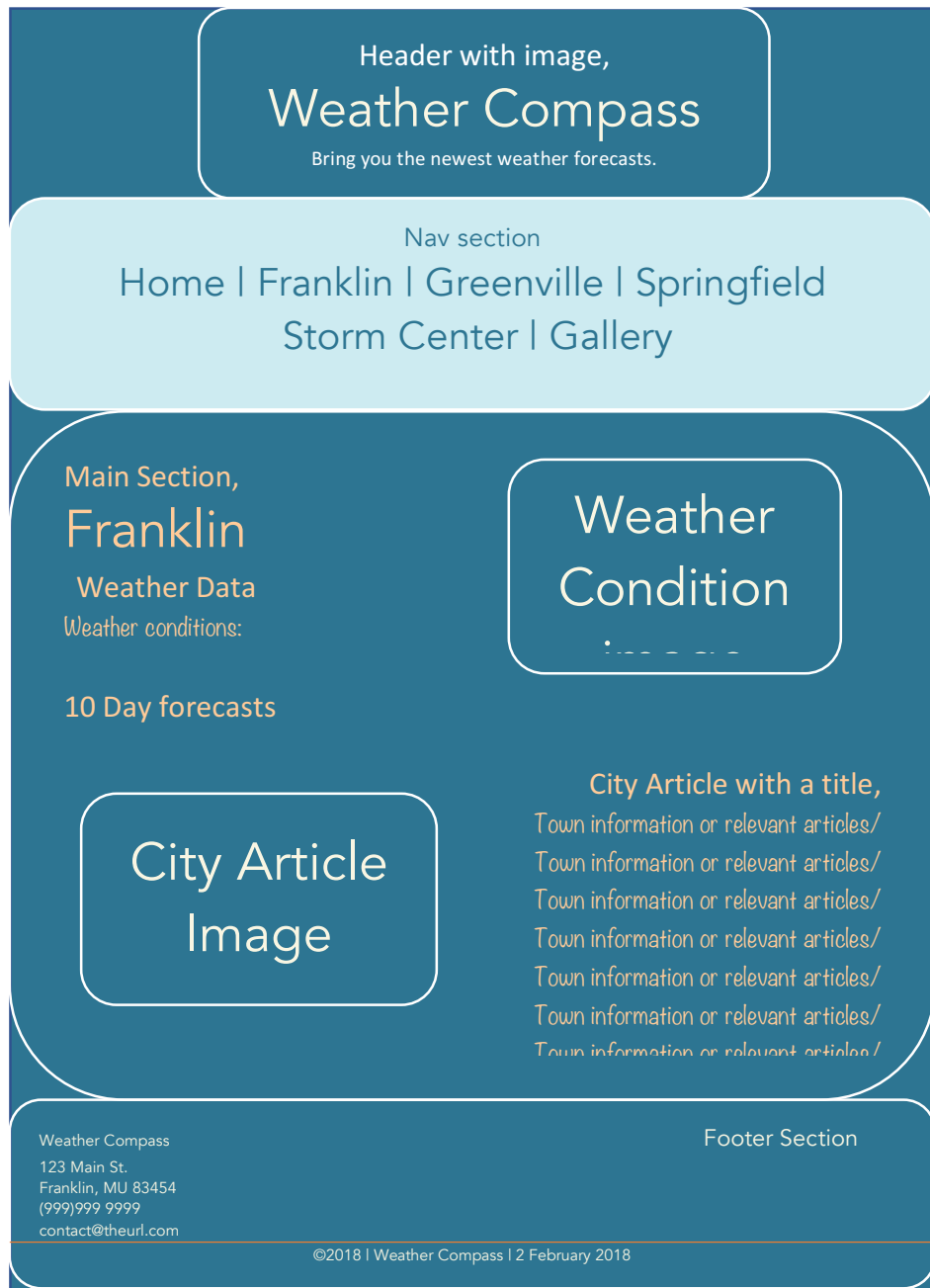
Site header	Avenir	40px	 F9F6E3	Sample
Primary Navigation	Avenir	30px	 F9F6E3	Sample
Footer Navigation	Avenir	12px	 D1D0B4	Sample
Heading 1 (h1)	Avenir	30px	 F9F6E3	Sample
Heading 2 (h2)	Avenir	25px	 F9F6E3	sample
Heading 3 (h3)	Avenir	20px	 F9F6E3	Sample
Paragraph text (p)	Noteworthy	16px	 F9F6E3	Sample

Wire-Frame Sketches (City Pages) Large View

City page color scheme:  2D7592,  A0C4DB,  CDEBF1,  FFCB99,  F9F6E3,  D1D0B4



Wire-Frame Sketches (City Pages) Medium View



Wire-Frame Sketches (City Pages) Small View

