

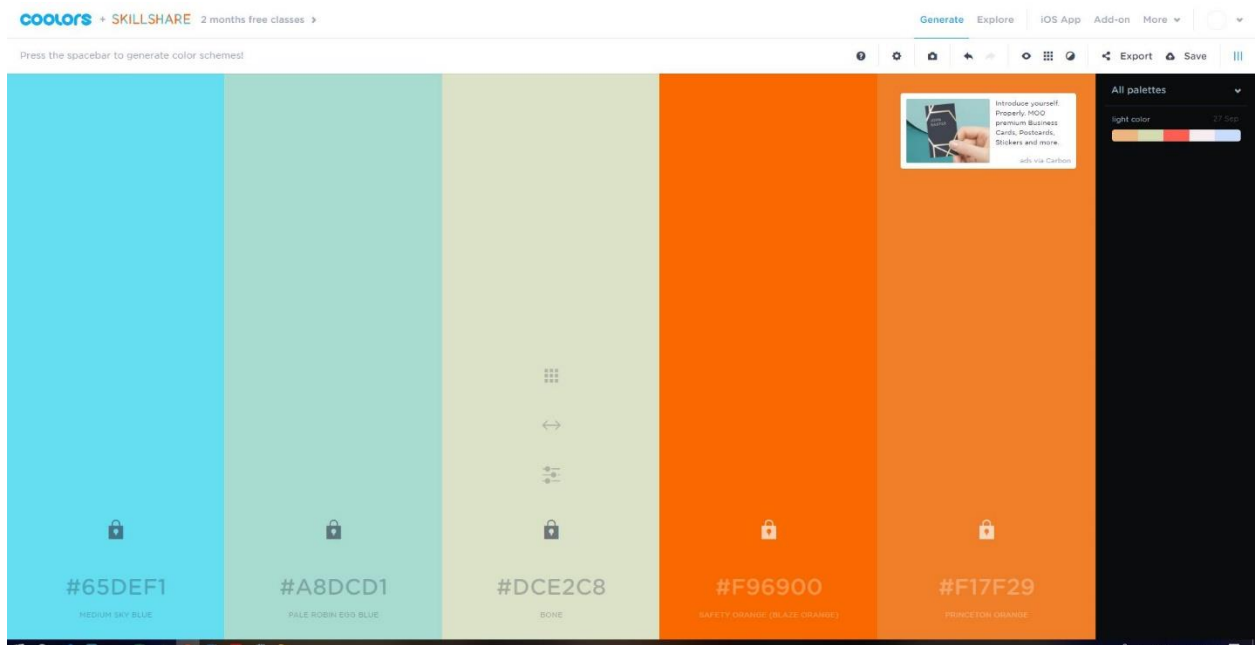
Weathertownusa.com

Purpose:

The purpose of weathertownusa.com is to display the current and future weather in a very simple manner with graphics and minimal words. This site is not for complex weather it is strictly for simple forecasting.

Audience:

The audience for this site is those that want to look at the weather and have a general idea of what it is going to be like. If its going to be cold then the web site will say "hey its cold!!!" or it might say "good day to go snowboarding". This is not for people that want to know the specifics, I mean really who cares what the humidity is or how fast the wind is going. Just go outside, the site is geared more towards people who have that kind of mentality. The storm center however will have specific information based on the type of storm and location. It is a very simplistic design with minimal words and numbers, but has big graphics and temperatures.



Noto Serif SC
Google (7 styles)



The face of the
moon was in
shadow.

Headings and nav

Major Mono Display
Emre Parlak, Mika LaGattuta (1 style)



I WATCHED
THE STORM,
SO
BEAUTIFUL
YET
TERRIFIC.

<p> tag text and tempatures
