

# Website Planning Document

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## Weather on the Fly

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### **Site purpose**

To inform users if they should stay inside due to weather conditions. It will have a current weather story or coming up weekend outdoor report. It will also have links for three cities with current weather and ten-day forecasts.

### **Target Audience**

Young, busy, outdoor enthusiasts will mostly be targeted with exciting stories and beautiful nature photography.

### **Site Map**

Main page will have the title, logo, and motto at the top, followed by navigation buttons, the current page will be highlighted a different color or thicker border. The first of the actual content will be a featured weather story or tracking large and centered. Shortly after that will be the three towns. The town pages will have current conditions centered large on top, after the navigation buttons. The current weather including temperature and chance of precipitation, followed by a ten-day forecast. The bottom of all pages will have a

footer containing contact information, a home button, and the usual copyright and author's name info.

## Color Scheme

### *Header and Footer*

Background: #444444 | Symbols and shapes: #78bc78 | text: #e2e2e2



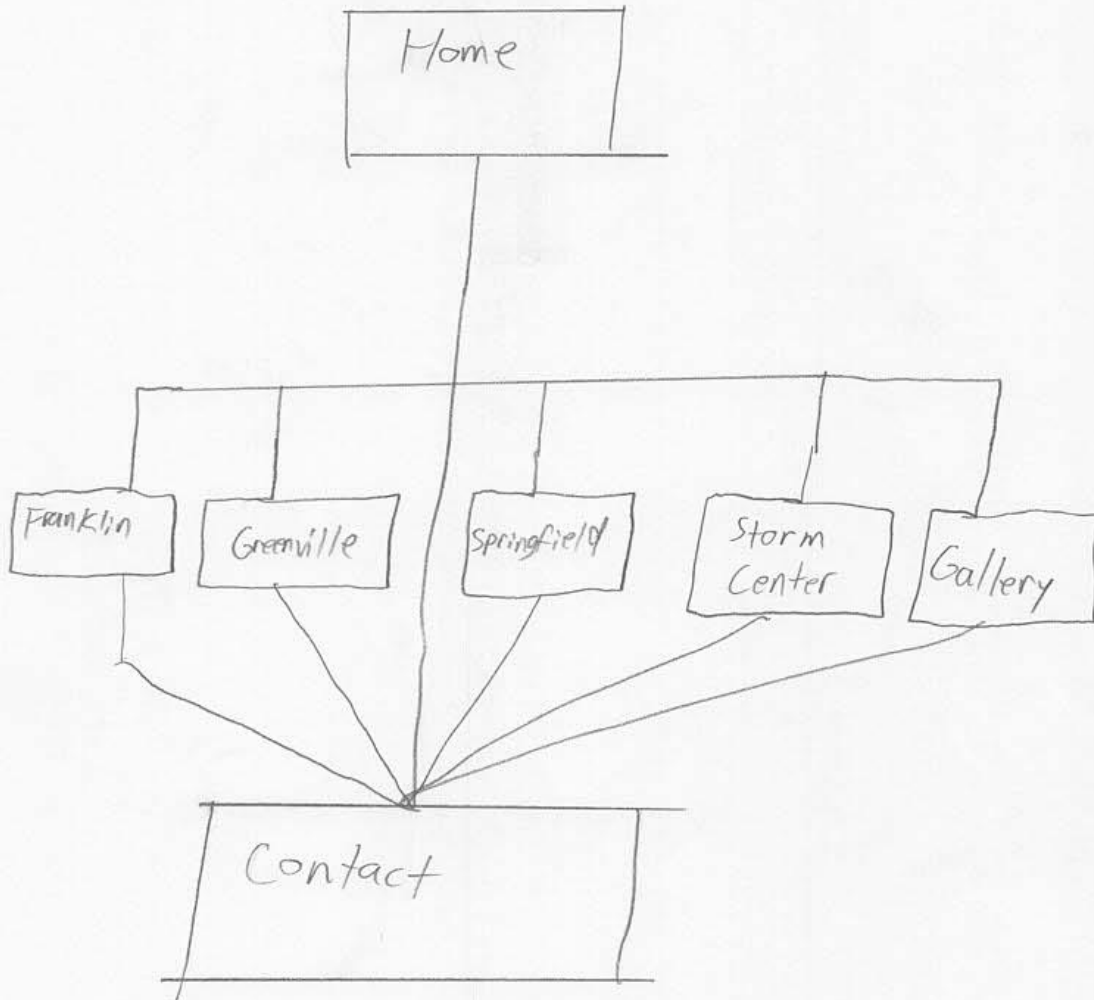
### *Body*

Background: white | text: black

## Typography

header	Lucida Fax	5rem	#e2e2e2	Sample
nav	Courier New	1.2rem	#e2e2e2	Sample
h1	Lucida Fax	3rem	#ffffff	Sample
H2	Lucida Fax	2rem	#ffffff	Sample
P	Consolas	1rem	#ffffff	Sample
footer	Courier New	0.8rem	#e2e2e2	Sample

site Map - weather

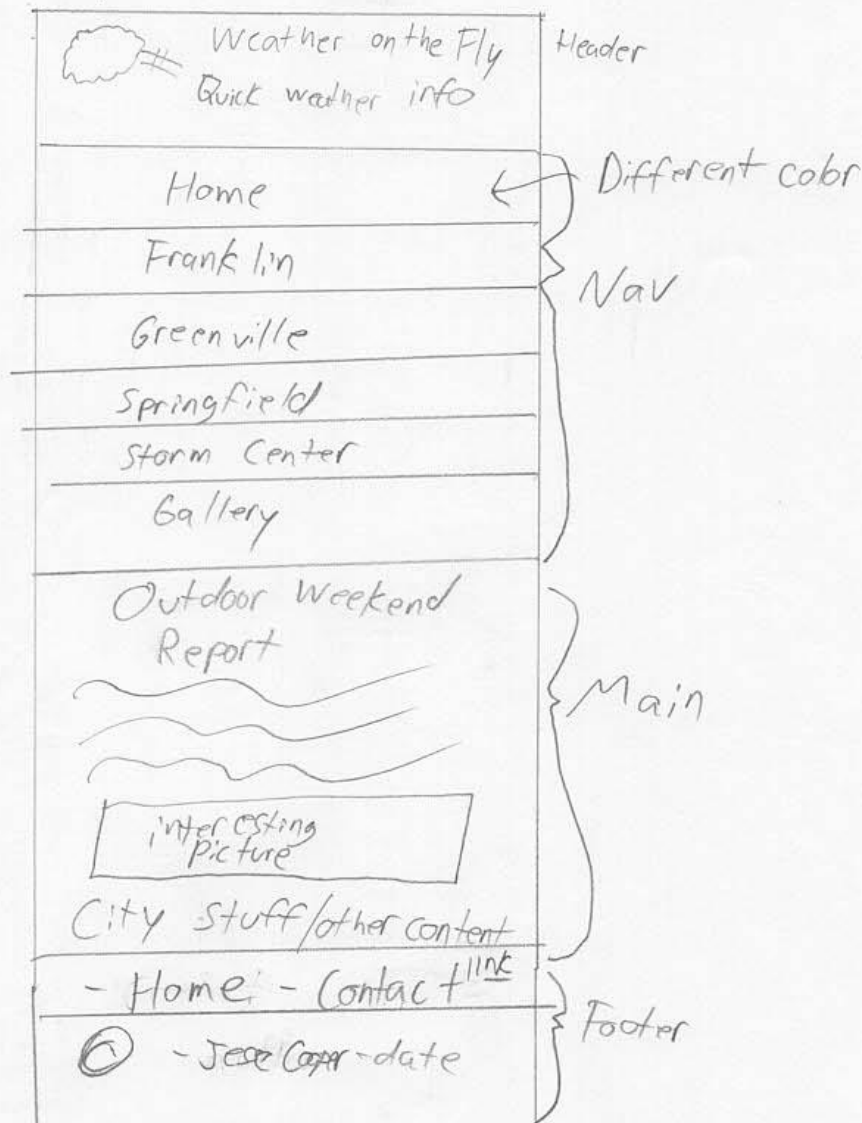


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Phone

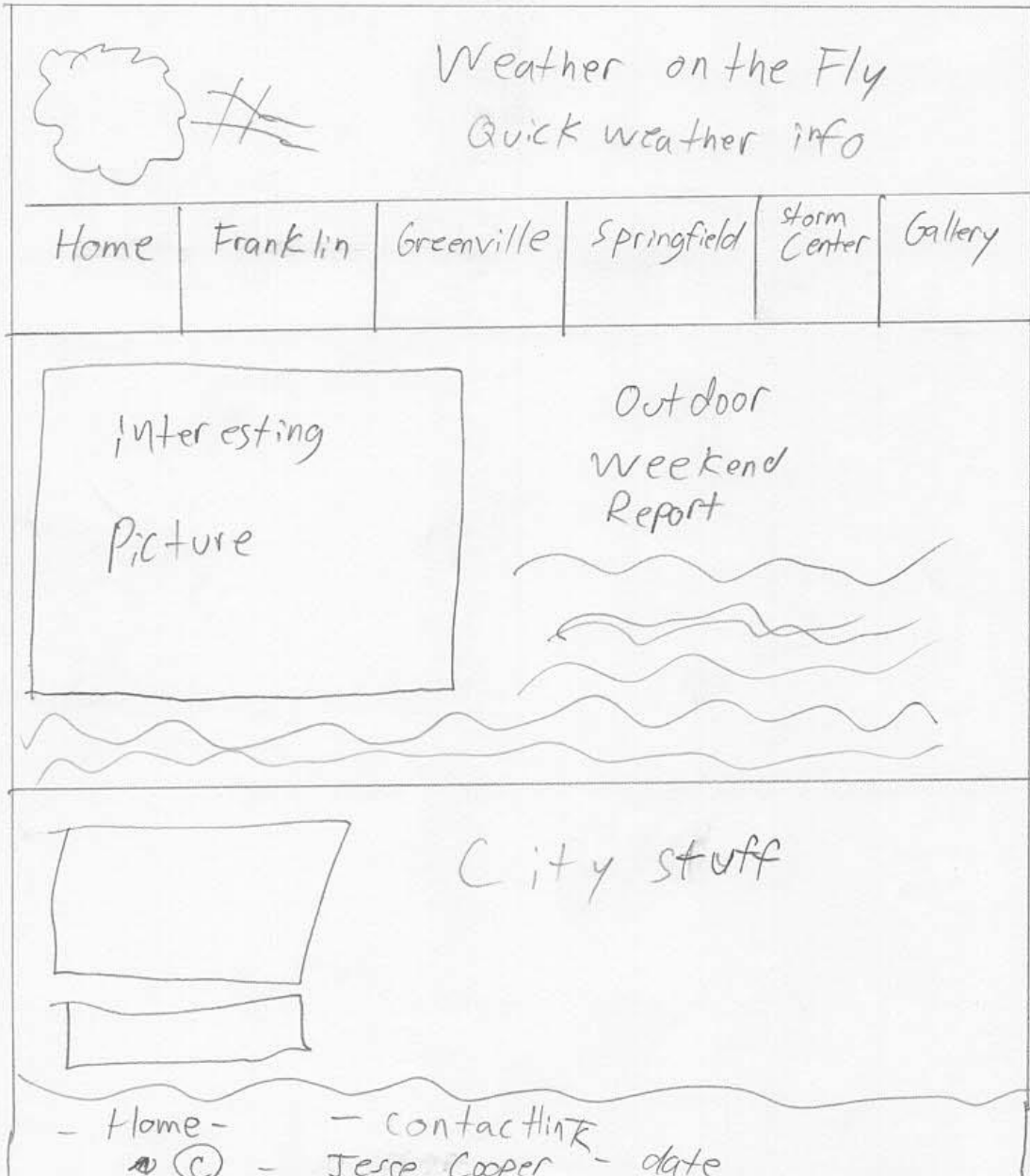
Fast moving cloud  
↓

Home



# Website Planning Document - weather

## Tablet



website Planning Document - weather Desktop

