Website Planning Document

Tri-Cities Meteorology

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Site Purpose

The main purpose of the site is to provide local weather data for the towns of Franklin, Greenville and Springfield. Because people often check the weather when planning their day, local even information will also be listed. Visitors also often check for weather so brief information about each town will be listed.

The home page will have basic summary information, but more details about the happenings and conditions for each town will be listed in separate town pages. The site will also have a storm center page to provide real time storm tracking and emergency alerts. A gallery will also be provided, were residents and visitors can post and share pictures of weather in the area.
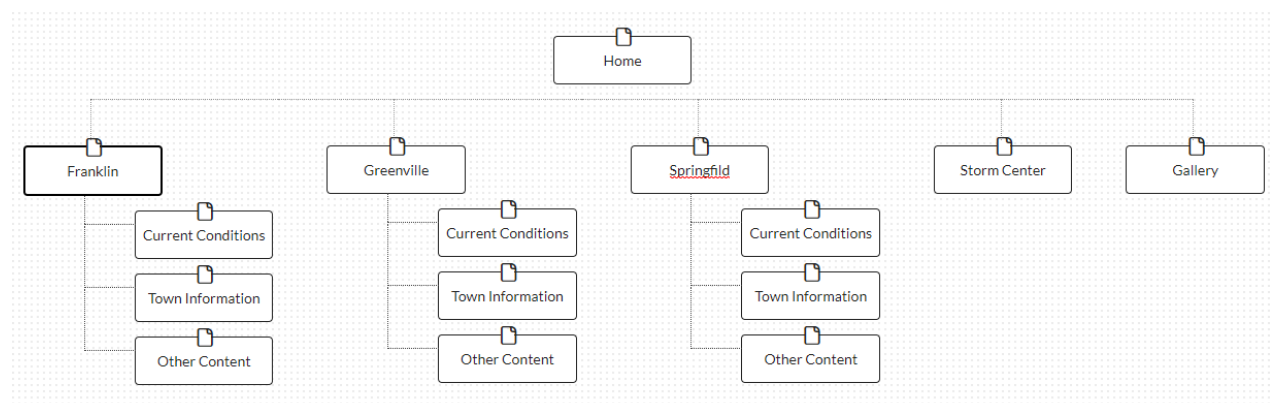
Target Audience

LOCALS – The primary audience are locals who live in the Tri-Cities area. The current conditions and high/low for the day is listed at the top for simplicity for these locals. In addition, information about current or upcoming local events will also be listed, specifically mentioning the affect the weather will have on these events.

VISITORS – The secondary audience are visitors to the area. These visitors may be planning a trip so typical year-round weather information, as well as extended forecasts will be provided. In addition, visitors may be checking during their trip, so local events and alerts will also be listed.

Site Map

Color Scheme

The color scheme for this site is shades of blue, with white accents. This monochromatic color scheme provides the maximum contrast while still providing an aesthetically pleasing style. This will suit the informational nature of the site perfectly as the color elements will enhance the content, not compete with it. This page will include a lot of images which will require clean, simple colors, so as to not distract from the sites featured images.

Bright Blue = #1a8cff

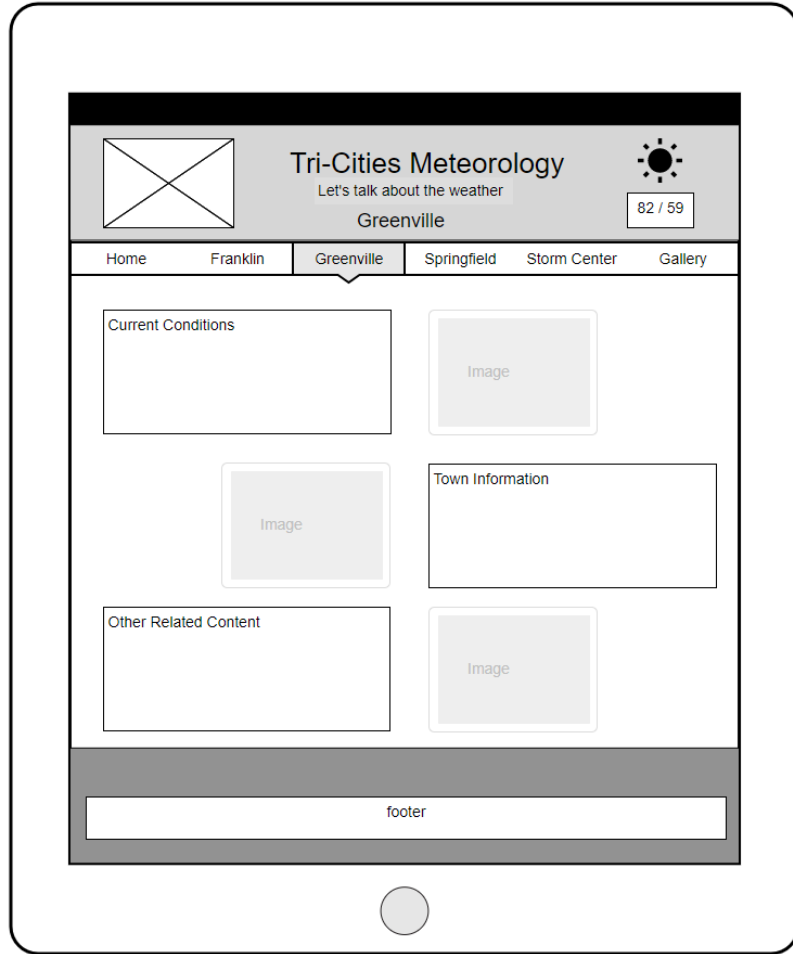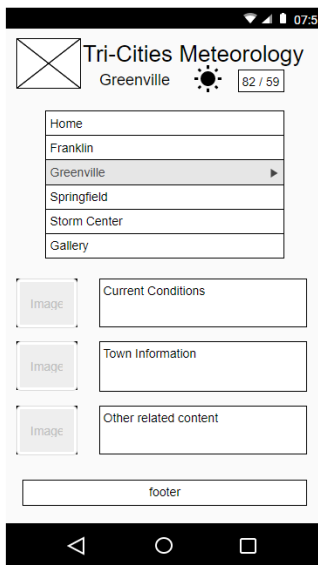Light Blue = #80bfff

White = #ffffff
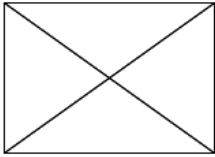
Black = #000000

Typography

The typography for the site uses two serif fonts, Georgia and Times. These two typefaces are styled after old newspaper print and time proven styles. These fonts are especially suited to the clean look we are pursuing for this site. The fonts look professional and will inspire confidence in the information presented. They are also simple enough so as to not compete with the graphics and images on the site.

	Font	Size	Background Color	Font Color	Sample
Site header	Georgia	40px	#1a8cff	#ffffff	Georgia
Primary Navigation	Times	30px	#80bfff	#ffffff	Times
Footer Navigation	Times	20px	#1a8cff	#ffffff	Times
Heading 1	Georgia	30px	#ffffff	#80bfff	Georgia
Heading 2	Georgia	25 px	#ffffff	#80bfff	Georgia
Heading 3	Georgia	20 px	#ffffff	#80bfff	Georgia
Paragraph text	Times	16 px	#ffffff	#000000	Times

Wire-Frame Sketches

Tri-Cities Meteorology
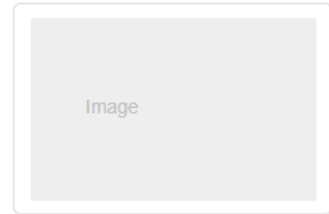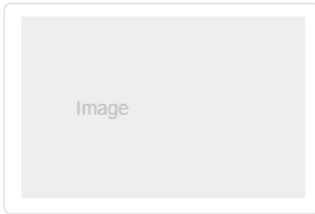
Let's talk about the weather

Greenville

Home	Franklin	Greenville	Springfield	Storm Center	Gallery

Image

Image

Image

Current Conditions

Town Information

Other Related Content

footer