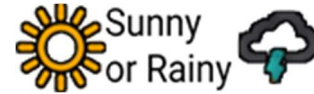# Website Planning Document

Sunny or rainy
Author: Cristobal A. Celis

Site Purpose

The purpose of the site is to provide information to the user about the weather in Franklin, Springfield and Greenville.

General Goal.

Have a website that have an accessibility to all the user agents and different personas and that it is sufficiently attractive to these different groups.

Specific goals

1. Make a site that have a readable and understandable content
2. Make a site that have a readable and understandable content in different user's agents

Target audience

The target audience is composed principally from people that go outside. Roughly this people are:

Range of age: 16-65 (people of less age doesn't care much of the weather and people that are older usually stays in home)

Gender: Both male or female

The educational background:

1. People that know how to read
2. People that know how to use the internet
3. People that know how to interpret weather signs like temperature, climate, wind and other variables of the weather

Marital status: Doesn't have an impact on the website usage

Typical careers:

1. Careers that involve staying long time on the outside
2. Careers that involve going outside to go to a workplace

Occupations that involve using the website:

1. Going to work and working
2. Going to places of study
3. Doing exercise
4. Going to places of entertainment or entertainment outside

Devises usage of the target audience:

1. The devises will be mostly cellphones, because they're going to investigate with these devises before going outside because they don't involve lasting turning on process of the

machines that they use and because it is easy to access them before preparing to the weather conditions outside.
2. But also, there is going to be some of usage of the computer browsers.

The social media that is usually used by the target audience:

1. Facebook because it is widely used by different age ranges and it is used to get news and information according to different websites
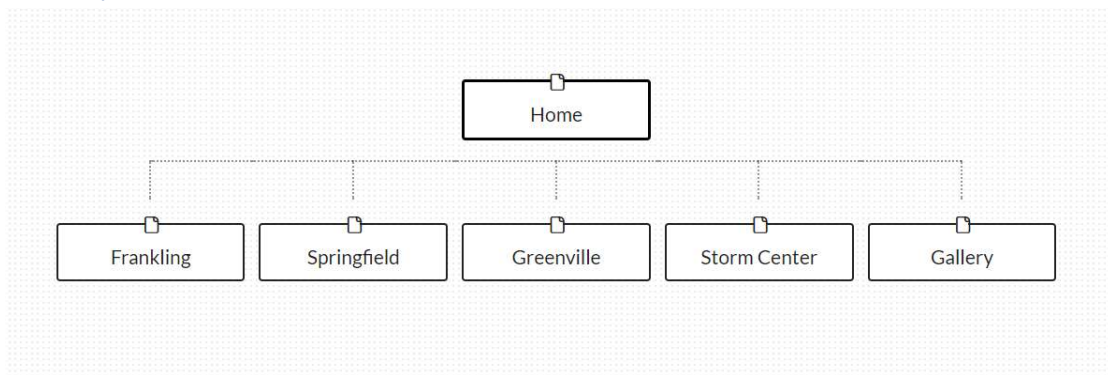2. Whatsapp also widely used because of the easy access

The target audience live: The cities of Franklin, Springfield and Greenville and other people that visit these cities will be mostly in places near to these cities.

Psychographic: People that enjoy or must go outside for different reasons and have a concern of how the weather is outside, also they have access to the internet.

The target audience wants, needs and expectations:

information about the weather in Franklin, Springfield and Greenville that is easy to access and also that is easy to navigate across the devises that they use

Site map

Color Scheme

- Dominant color (Neutral to all the audience)

Black

#000

- Accent colors (Light blue to simulate calm and credibility)

Light Blue

#3c8ed2

- Background color. (To give more readability to the rest of the page)

White gray

#f1f3f3

Typography

The font that will be used in the site is going to be roboto, Arial or Helvetica because they are readable by the users. The size is going to be 1rem because is the web standard and is going to vary through the headers to the footer.

Markup	Style	Size	Color
Site Header	Roboto	1.4375 rem	#fff
Primary Navigation	Roboto Black	1.4375 rem	#000
Footer Navigation	Roboto thin	0.875 rem	#000
Heading	Roboto Black	1.4375 rem	#fff
Heading2	Roboto Black	1.0625 rem	#fff
Headng3	Roboto Black	1.0625 rem	#fff

Wire Frame Sketches