

# Website Planning Document

## FSG Weather Center

By Jayda Skidmore

### Site Purpose

The purpose of FSG Weather Center is to provide accurate weather information and news updates for the cities of Franklin, Springfield, and Greenville. FSG Weather Center will have functionality, usability, and will create a good user experience. It will be easy to find information and will be organized. It will give weather reports, storm information, and provide general information on the conditions in each area. The site will be created intentionally with the idea that most people will be viewing from their phones and tablets.

### Target Audience

#### General Audience:

18+ years-old who live in the area and are traveling through/to the area. Both male and female.

#### Specifications:

Most visitors will be:

18+ years-old (typically not older than 65-years-old, maybe even younger)

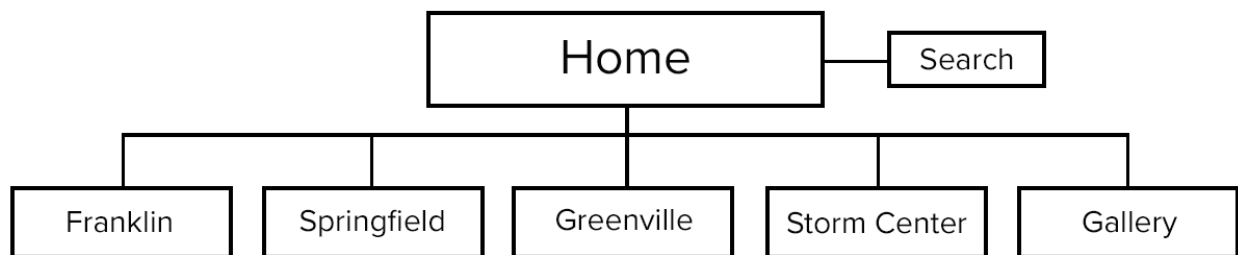
In college or college graduates

Using their phone or tablet (creating a need to extra emphasis on tablet and phone views)

Interested in outdoors activities and/or traveling

Will live in the towns specified, or traveling to/through

### Site Map



## Color Scheme



**Background:** #ffffff

**Site Header and Footer (including nav background):** #14147b

**Nav Default:** #ffffff

**H1:** #14147b

**H2, H3, H4, H5, H6:** #ff890b

**Paragraphs:** #606060

**Embellishments, Nav Hover:** #f4d41e

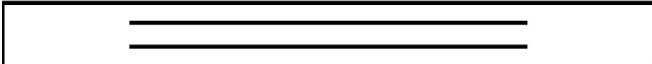
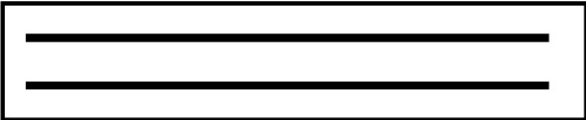
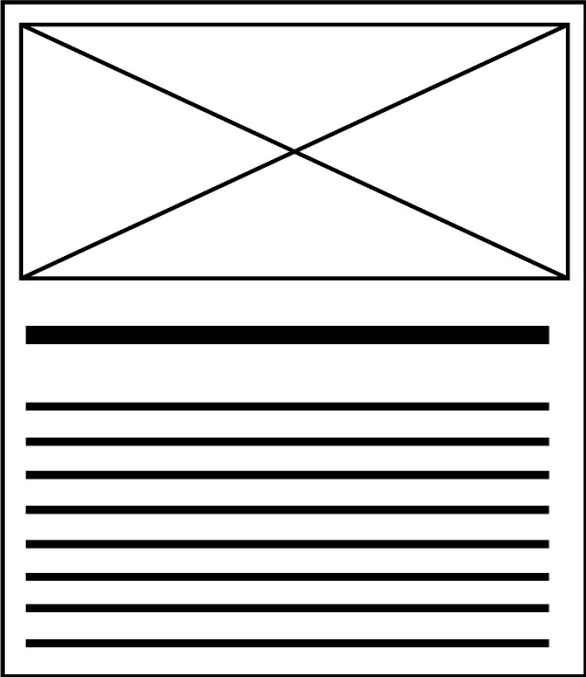
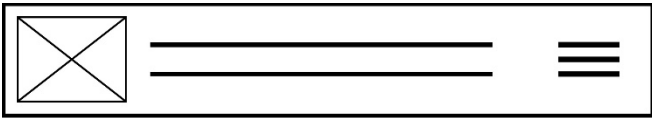
## Typography

The primary fonts are Georgia (serif) and Arial (sans serif)

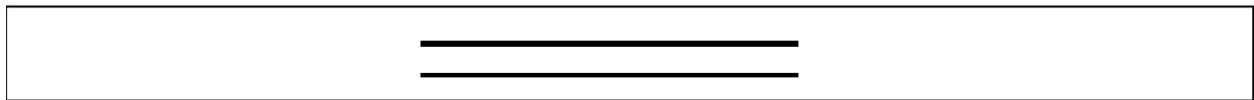
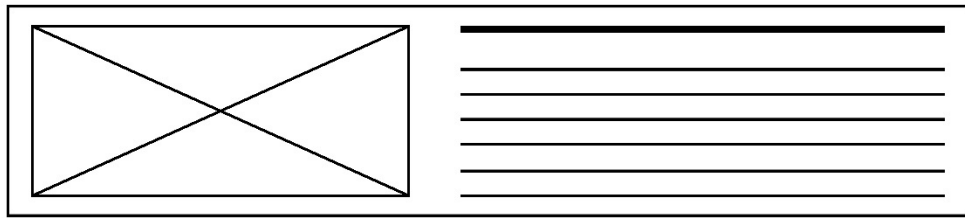
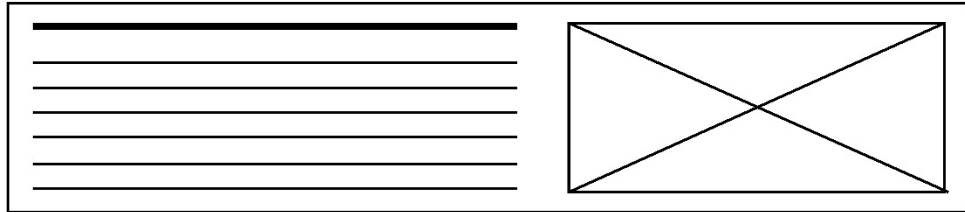
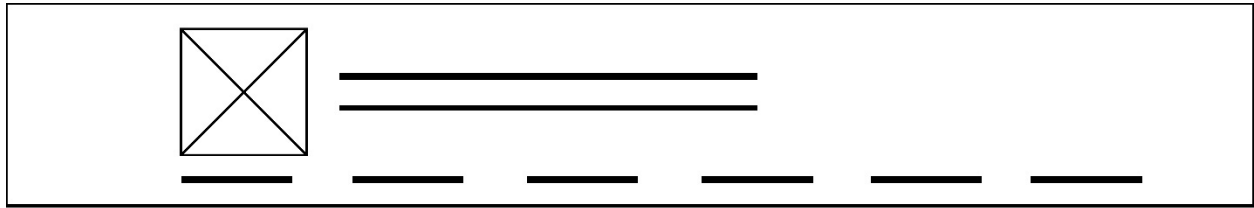
Site Header	Georgia	40px	#ffffff	Sample
Primary Nav	Georgia	30px	#ffffff	Sample
Footer Nav	Georgia	14px	#ffffff	Sample
Heading 1 (h1)	Georgia	30px	#14147b	Sample
Heading 2 (h2)	Georgia	26px	#ff890b	Sample
Heading 3 (h3)	Georgia	20px	#ff890b	Sample
Paragraph/Body	Arial	16px	#606060	Sample

# Wireframes

Phone:



Tablet:



Desktop:

