Seth Huntley
CIT 230
2017.05.12

Website Planning Document

Site Name

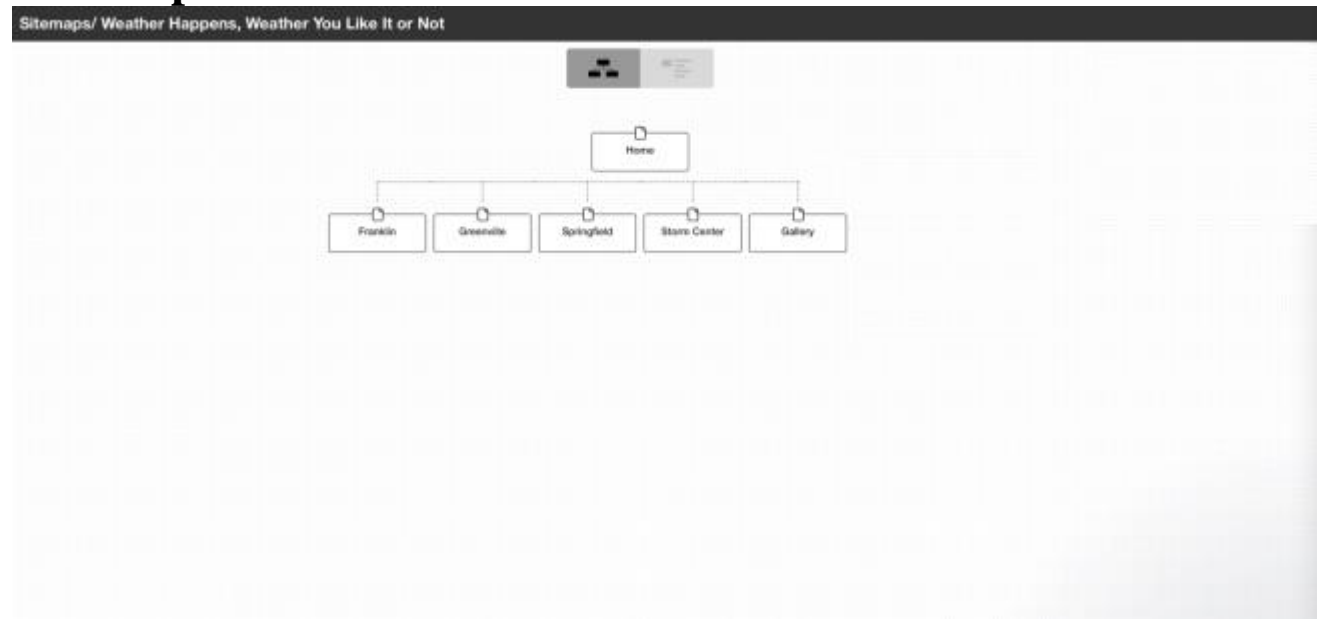Weather Happens, Weather You Like It or Not
Author: Seth Huntley

Site Purpose

To provide accurate weather information and forecasts for the Franklin, Greenville, and Springfield areas for businesses and individuals and to provide better information about weather phenomena.

Target Audience

Our target audience are the people and businesses that live in and around Franklin, Greenville, and Springfield.

Site Map

Color Scheme

We're going to go with a nice brown background of #804000 and headline color of #0088B2 and body text color of #19C9FF. These colors will appeal to our target audience and their lifestyle.

Typography

We want to appeal to the younger demographic or millennials and will use Clicker Script for the Site name, Volkhow for the Headlines, and Wire one for the body text.

Wire-Frame Sketches