Hometown Weather

Weather you can use

Site Plan

Marilee Austin
CIT 230 - 09
BYU-IDAHO
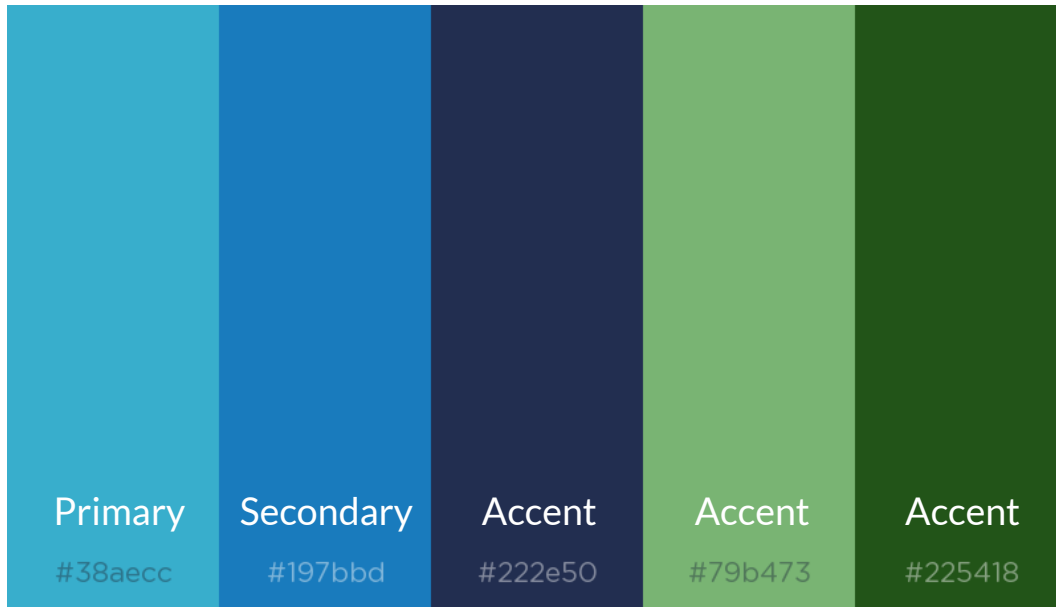
Overview

Site Purpose

The purpose of this site is to bring current and accurate weather information to local residents. The site will focus on the three main communities of Franklin, Springfield and Greenville. One of he main goals of the site is to help residents plan for water use and conservation; helping them to save money and be environmentally conscious. The site would include information about when to use sprinkler systems and other importand water conservation techniques.

Target Audience

- **Who:** The target audience for this site are residents of the community surrounding Franklin, MU. The site would be directed mostly towards homeowners who have an interest in conserving water and maintaining their property.
- **Age:** These homeowners are most likely adults between the ages of 25 and 75.
- **Income**: Living in a small rural area, they have lower incomes and are interested in saving money.
- **Technology**: They are mostly familiar with the Internet but are not advanced users. The website should be simple and informational. Most users will be accessing the site through personal computers but the use of smart-phones has increased and should be considered.
- **Motivation:** The residents will be looking for authoritative information regarding the weather and expect the information to be up to date. The residents of the area are also very environmentally conscious and are interested in conserving water.
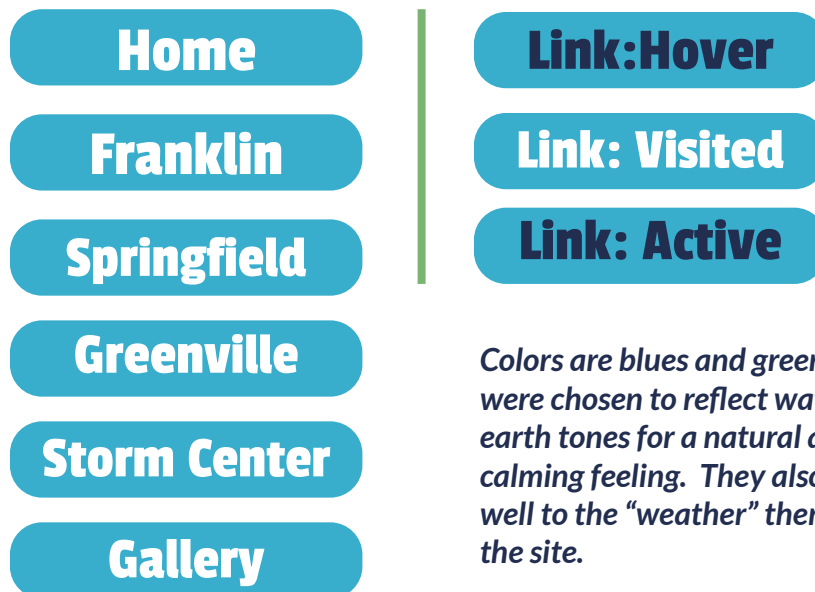
Style Guide

Color Palette

Primary	Secondary	Accent	Accent	Accent
#38aecc	#197bbd	#222e50	#79b473	#225418

coolors

Main Navigation

Home

Franklin

Springfield

Greenville

Storm Center

Gallery

Link:Hover

Link: Visited

Link: Active

Colors are blues and greens. They were chosen to reflect water and earth tones for a natural and calming feeling. They also relate well to the "weather" theme of the site.

HTML Elements

Link: Normal #222E50

Link: Hover #225418

Link: Visited #197BBA

Link: Active #79B73

Typography

Heading Typeface

font-family: 'Passion One', cursive;

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%=&*()+
Sample Heading

Body Copy Typeface

font-family: 'Lato', sans-serif;

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+

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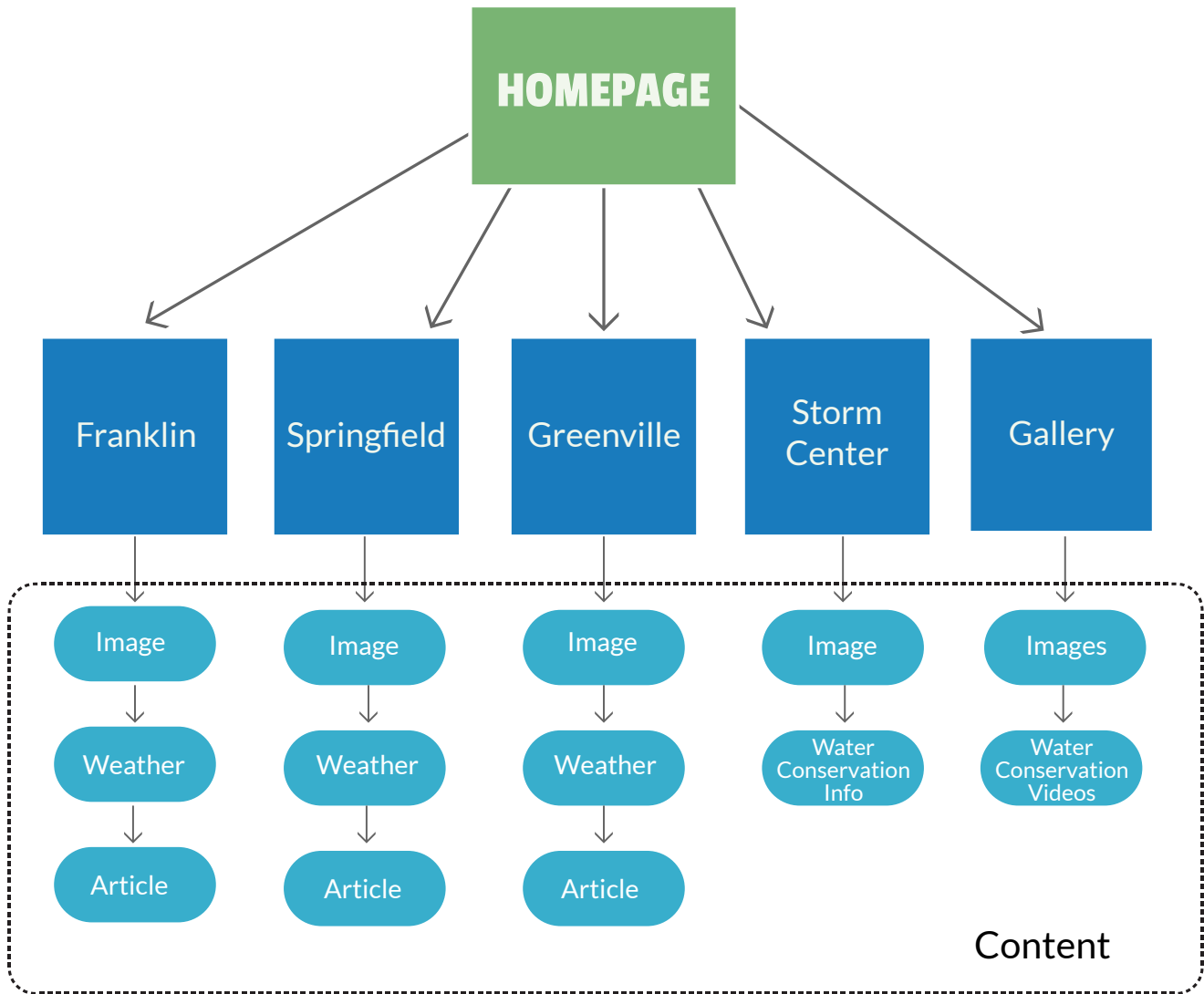
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Stylesheet

<link href="https://fonts.googleapis.com/css?family=Lato|Passion+One" rel="stylesheet">

Layout

Site Map

Wire-Frames

Large Screen View

Logo

[f] [Instagram] [Twitter]

Search Box

| Home | Franklin | **Springfield** | Greenville | Storm Center | Gallery |

Springfield
Weather Information

Weather Data

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10 Day Forcast

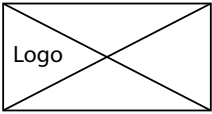### Water Conservation

Scrolling Images from Springfield

Ad for Conservation

Article

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Franklin, MU 83454
999-999-9999
contact @theurl.com

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Medium Screen View

Logo

Home | Franklin | **Springfield** | Greenville | Storm Center | Gallery

Springfield
Weather Information

Water Conservation

Weather Data

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10 Day Forcast

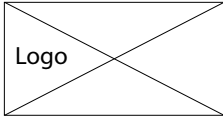Scrolling Images
from Springfield

Article

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Small Screen View

Logo

Home

Franklin

Springfield

Greenville

Storm Center

Gallery

Springfield
Weather Information

Water Conservation

Weather Data

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10 Day Forcast

Scrolling Images from Springfield

Article

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