Website Planning Document
By Ronald Silva

Appropriate site name

- Forecast Now

Site purpose

- Keeping people informed of the weather.

Description of the target audience

- It can be used by any person who wants to know about the current conditions and the next 10 days forecast, also for anyone planning an outdoor activity, it can also be used by anyone who wants to make a trip. This program can be used by anyone who has access to a computer, tablet or smartphone.

Site map

- Weather & Forecasts
  - Forecasts & Analysis
  - State Weather Forecast
  - Storm Center
  - All Forecasts
- Photo
  - Photo Gallery
  - Photo of the day
- About
  - Forecast Now
  - Press
  - Contact Us
- Apps & Social media
  - iPhone App
  - Android App
  - Facebook
  - Twitter
  - Instagram

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Color scheme with references to elements/content

- Body background: Color Hex Pale Goldenrod #EEE8AA
- Header background: Color Hex Columbia Blue #99e6ff
- Footer background: Color Hex Columbia Blue #99e6ff
- Articles background: Color Hex White #FFFFFF

Typography selections with references to elements/content

- Header Georgia
- Heading 1: PT Sans
- Heading 2: PT Sans
- Heading 3: PT Sans
- Paragraph test: Arial
- Footer: Georgia

Three wire-frame sketches for small, medium and large

- **Large**: Browser Window (1024 pixels wide x 1200 pixels tall) For typical desktop or laptop browsers
- **Medium**: Tablet (1536 pixels wide x 2048 pixels tall @ 264 ppi) Example: Ipad 3
- **Small**: IPhone (640 pixel wide x 960 pixel high) Example: IPhone 4S