Sunny Tamale

WEBSITE PLANNING DOCUMENT

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SITE NAME

My proposed site name is SunnyTamale.com. It is available according to Google Domains, and would cost me $17CAD/year. The byline will be "Sunny Today, Hot Tamale? Your latest local weather updates here!"

SITE PURPOSE

The purpose of SunnyTamale would be to provide weather updates for the areas of Preston, Soda Springs, and Fish Haven, Idaho. Not only would it provide weather updates for these three cities, but would also provide articles for the local community.

TARGET AUDIENCE & SCENARIOS
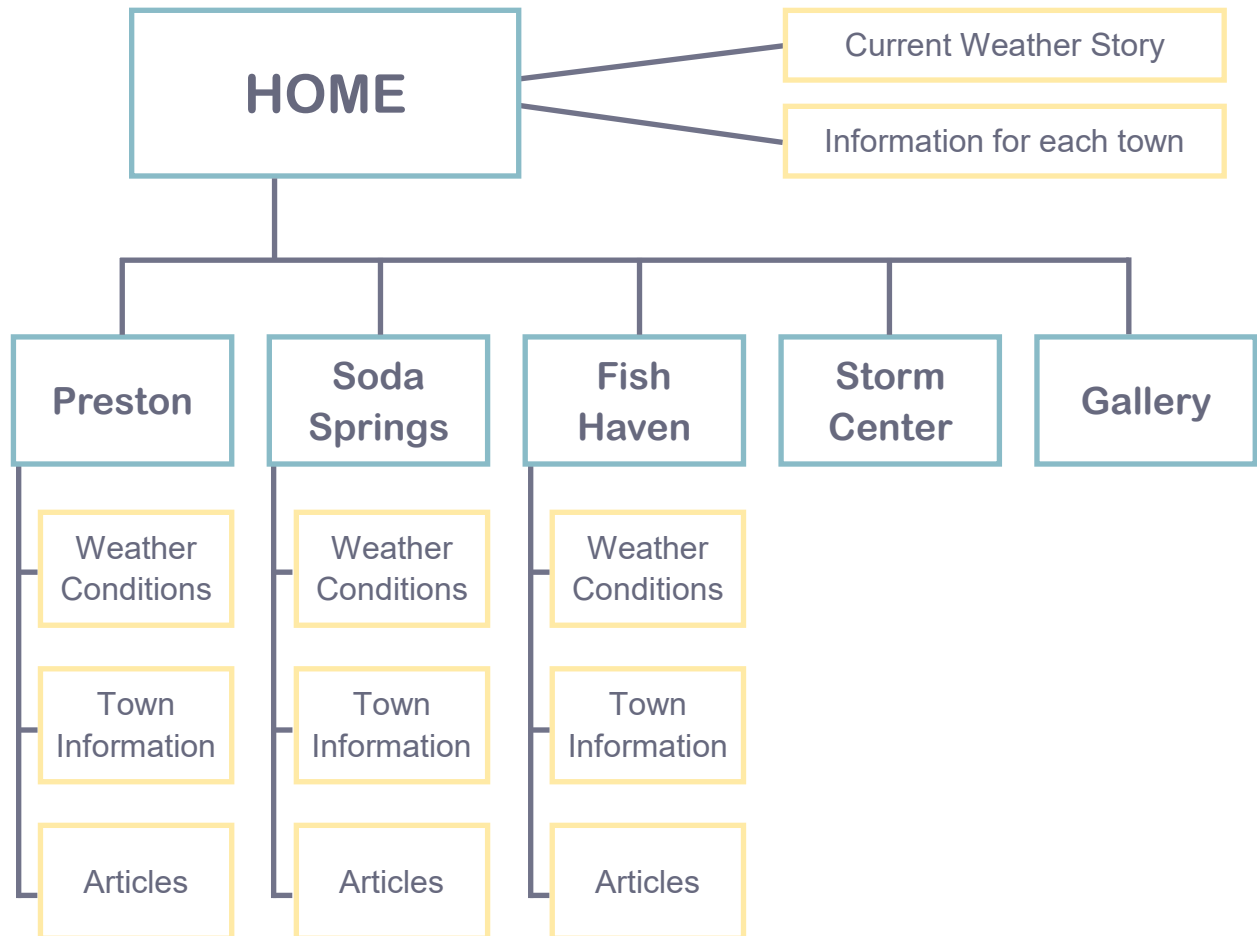

Fictitious Persona #1:

Matthew is a gentleman nearing retirement, who has worked hard in the professional sector most of his life. His income is substantial, and comes after many years of education. He has been married for over 30 years and is a grandfather. He has a phone but prefers to use the computer with a full keyboard. He likes to check SunnyTamale each morning before getting ready for his day in order to best anticipate how he should dress for the weather. He is especially interested in the likelihood of precipitation, as he has slight arthritis and may need to bring medication to work.
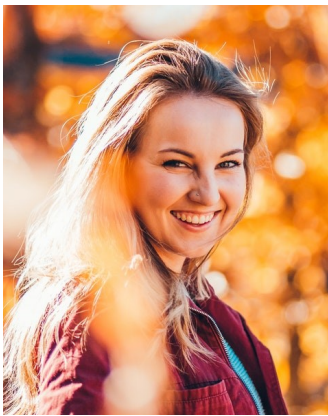
Fictitious Persona #2:

Amanda is a young mom with 3 kids always on the go! She finished high school before marriage and is a stay at home mom. She's always got her phone on her and uses it most mornings to check the weather before confirming plans and playdates. If she needs to pack sunscreen or extra layers for her little ones, she needs to be prepared. Or if it is going to snow, she may not want to go through with that zoo excursion after all.

SITE MAP

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                    ┌──────────────────┐         ┌─────────────────────────┐
                    │                  │─────────│  Current Weather Story  │
                    │      HOME        │         └─────────────────────────┘
                    │                  │─────────┌─────────────────────────┐
                    └──────────────────┘         │ Information for each town│
                             │                   └─────────────────────────┘
        ┌─────────┬──────────┼──────────┬──────────────┐
   ┌─────────┐┌─────────┐┌─────────┐┌─────────┐┌─────────┐
   │ Preston ││  Soda   ││  Fish   ││  Storm  ││ Gallery │
   │         ││ Springs ││  Haven  ││ Center  ││         │
   └─────────┘└─────────┘└─────────┘└─────────┘└─────────┘
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| Preston	Soda Springs	Fish Haven	Storm Center	Gallery
Weather Conditions	Weather Conditions	Weather Conditions		
Town Information	Town Information	Town Information		
Articles	Articles	Articles		

COLOR SCHEME

The color scheme for SunnyTamale is Blue, Yellow, and Grey.

     The main color will be Medium Blue, as blue is a color that is comfortable to both male and female users. Blue also represents trust, security, and stability, which is what the website should represent to users looking for accurate weather reports.

     Yellow will be the accent color to represent optimism and cheerfulness in weather reporting. A light tint was selected to reduce strain on the user's eyes.

     The grey implies mystery, which is what the weather truly is. It also helps associate the site with technology, precision, and logic, which is what users should hope for from their source of weather information.

     The background color will be a grey that is almost white. It will be the palest option on the same color strip as the blue-grey.

#89BBC7	#FFEAA6	#67697E	#F1F1F4
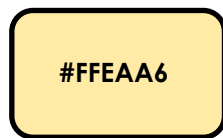
TYPOGRAPHY

The primary text fonts are Arial Rounded and Arial.

Site Header	Arial Rounded	48px	#89BBC7	Sample
Primary Navigation	Arial Rounded	30px	#67697E	Sample
Footer Navigation	Arial Rounded	20px	#89BBC7	Sample
Heading 1 (h1)	Arial Rounded	30px	#67697E	Sample
Heading 2 (h2)	Arial Rounded	24px	#89BBC7	Sample
Heading 3 (h3)	Arial Rounded	20px	#67697E	Sample
Paragraph Text (p)	Arial	16px	#67697E	Sample

WIREFRAME SKETCHES

Town pages:
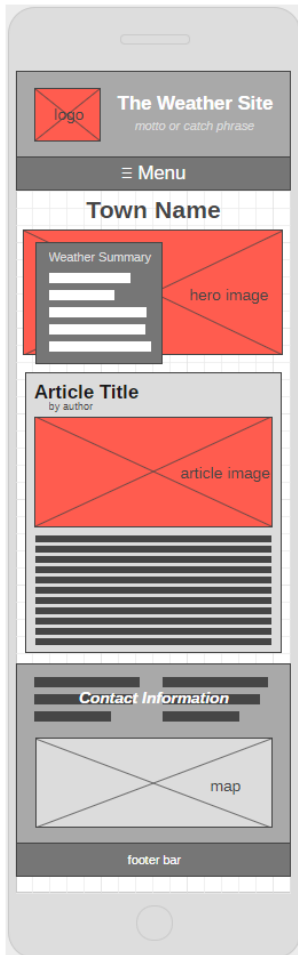
Weather Site Phone (small) Wireframe Sketch
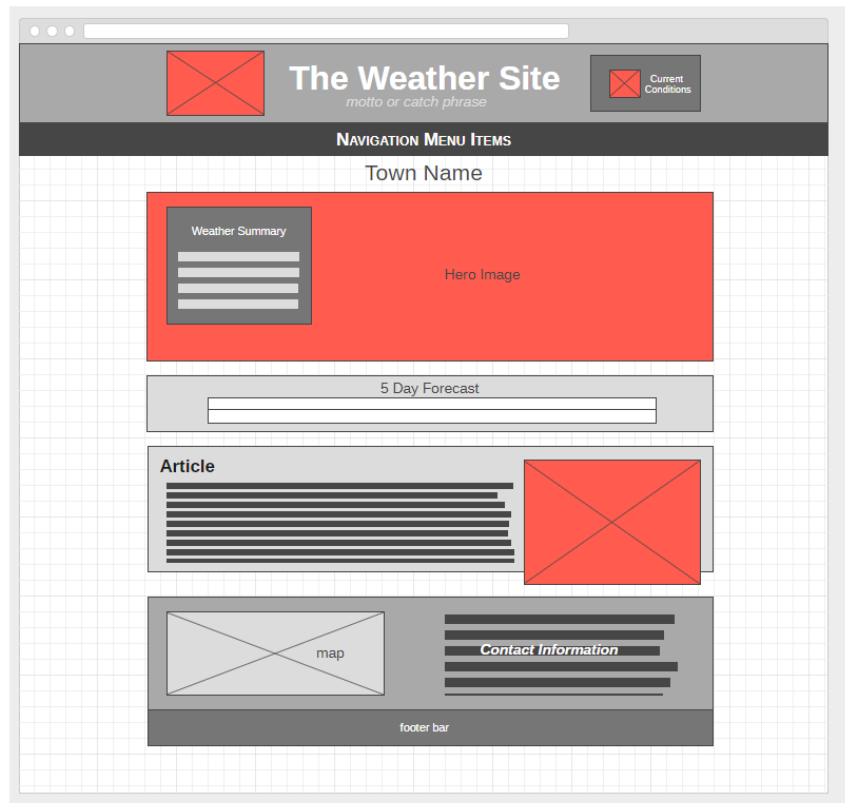
Weather Site Desktop (large/wide) Wireframe Sketch