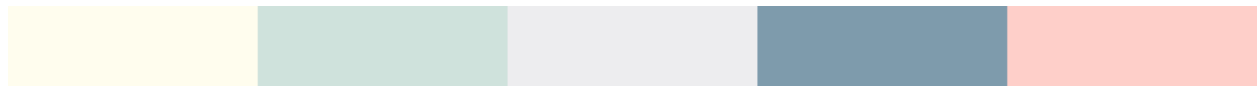


# Rise and Shine

What to wear according to the weather



Maria Zubia

CIT 230:03

# Overview

## Site purpose

The main purpose of the website is deliver accurate weather information to the residents of the Franklin, Greenville, and Springfield communities.

The most important goal of the website is to help give residents advice on what to wear depending on the local weather. To achieve this goal, the site will include not only the local forecast but also gallery with outfit ideas and articles about fashion.

## Target audience

**Who:** The target audience are mainly residents and visitors of Franklin, MU and surrounding communities. The site will be mainly for people in professional fields who are looking for ideas of what to wear during certain season/weather but also are in line with current trends.

**Age:** The site will be mainly directed to professionals who need ideas on how to dress not only for the weather but also fashionably. The target audience's age is between 22 and 62.

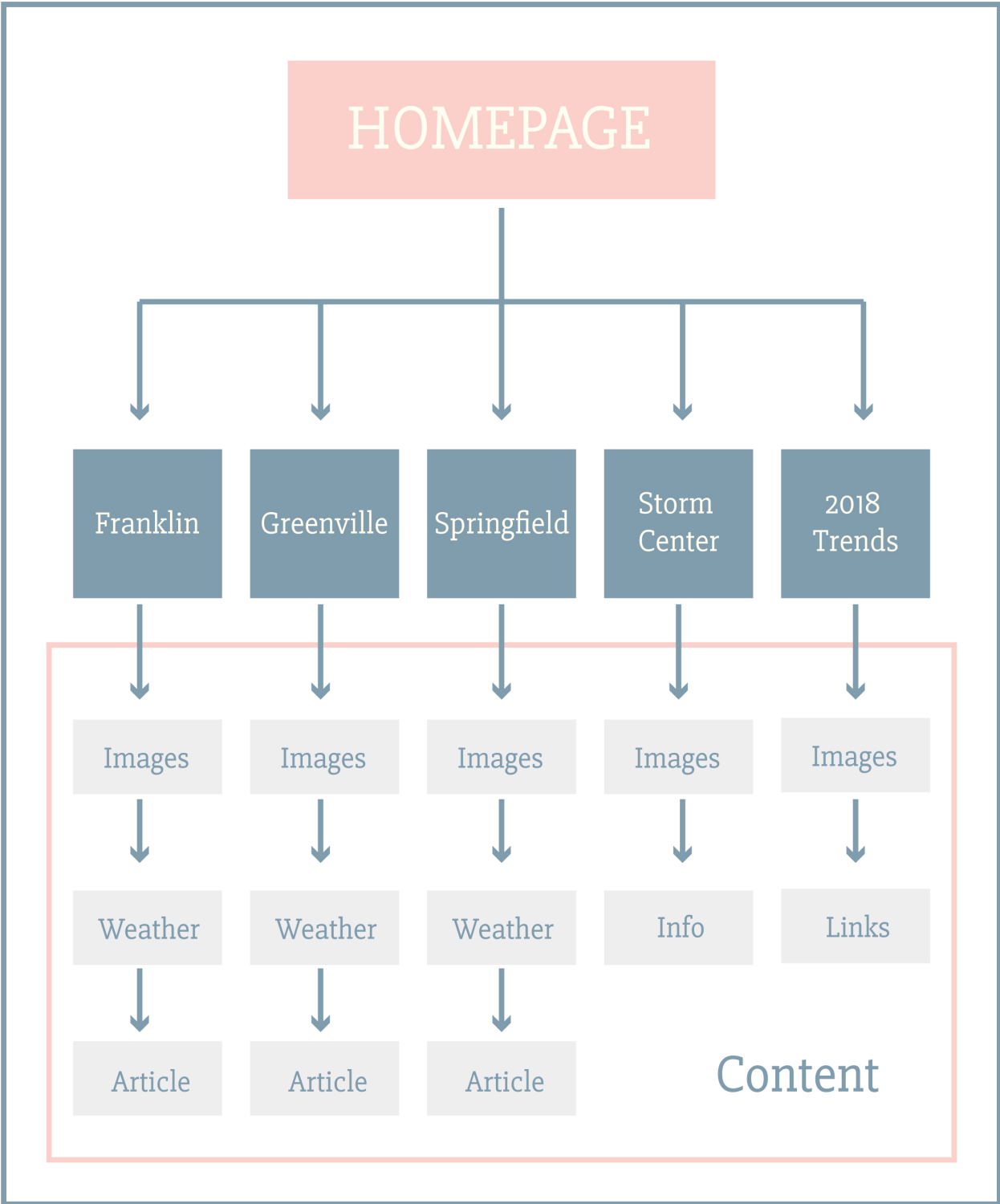
**Income:** Since the age difference is so vast, it means some of the audience will be just beginning in their respective industries with a salary to reflect that.

**Technology:** Since most of the users are highly educated people and usually on the go do to their busy life schedules, the website will be simple as to avoid wasting time and will also be easily accessible on their mobile devices.

**Motivation:** The users need accurate information to help them if they need to decide on an outfit. The users of the website are or looking to follow fashion trends or adapt them to their current wardrobe.

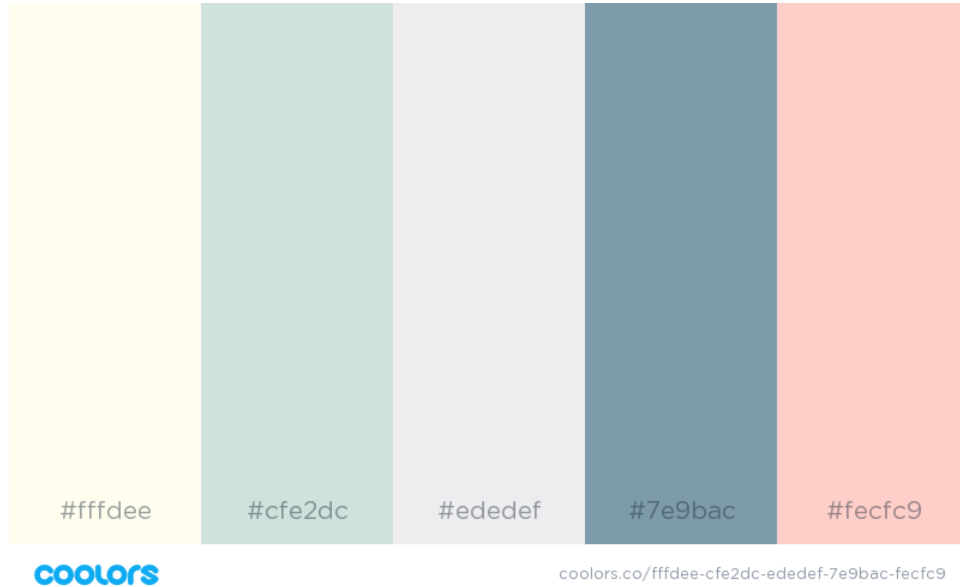
# Layout

## Site Map

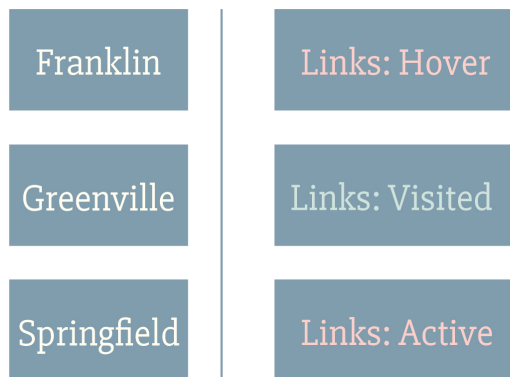


# Style Guide

## Color Pallete

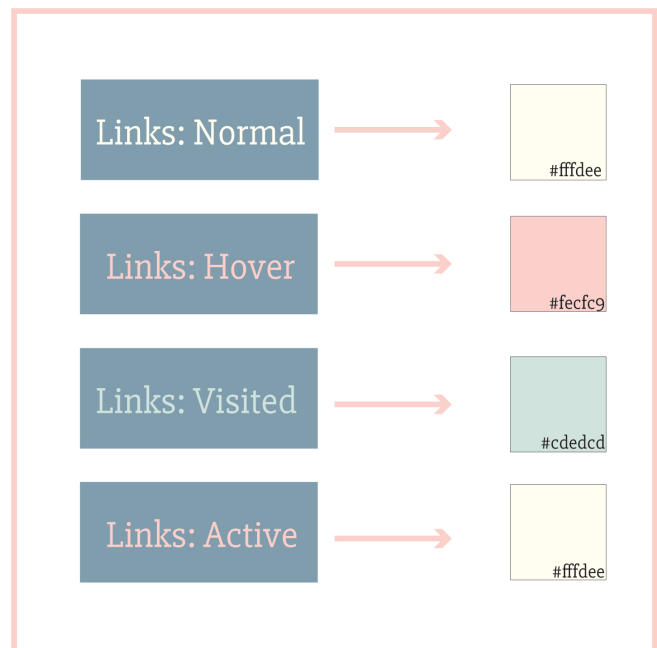


## Main Navigation



The colors are pastel to serve as a "neutral" background for pictures of outfits. They are also gender neutral, since most of fashion websites are only directed to women, men often feel such websites do not include them.

## HTML Elements





# Typography

## Heading Typeface

Font-family: Slabo 27px, serif

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## Body Typeface

Font-family: Roboto, sans-serif

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## Stylesheet

<link href="https://fonts.googleapis.com/css?family=Roboto|Slabo+27px" rel="stylesheet">

# Wire-Frames

## Small screen view

Logo	Rise and Shine What to wear according to the weather
Home	
Franklin	
Greenville	
Springfield	
Storm Center	
2018 Trends	
<h3>Weather Story</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut</p>	
	
<h3>What to wear for a night around town</h3> <p>Warmer weather is upon us!</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobor-</p>	
Rise and Shine 123 West RoseLane Rd Franklin, MU 83454 (895) 452 8566 contact@theurl.com	
© 2018 • Rise and Shine • date	

Medium screen view

Logo	<h1>Rise and Shine</h1> <h2>What to wear according to the weather</h2>				
Home	Franklin	Greenville	Springfield	Storm Center	2018 Trends
<h3>Weather Story</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorp-</p>		<h3>Franklin City</h3> <p>Ten day forecast Current trends for Spring 2018 in our town Chasing the storms: weather warning</p>			
		<h3>What to wear for a night around town</h3> <p>Warmer weather is upon us!</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim</p>			
<p>Rise and Shine 123 West RoseLane Rd Franklin, MU 83454 (895) 452 8566 contact@theurl.com</p>					
<p>©2018 • Rise and Shine • date</p>					

# Large screen view

Logo	<h2>Rise and Shine</h2> <h3>What to wear according to the weather</h3>
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Home	Franklin	Greenville	Springfield	Storm Center	2018 Trends
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How a local meteorologist and self proclaimed...

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#### Franklin City

Ten day forecast  
Current trends for Spring 2018 in our town  
Chasing the storms: weather warning

#### Weather Story

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#### What to wear for a night around town

Warmer weather is upon us!

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#### Casual Friday?

How to look your best when it's above 100° degrees!

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#### Storm Chaser:

What is monsoon season?

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<p>Rise and Shine 123 West RoseLane Rd Franklin, MU 83454 (895) 452 8566 contact@theurl.com</p>
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