

Site Plan

Site Name

The website will be called “Clima Weather” and as its name indicates it will allow to see weather conditions.

Site Purpose

The purpose of this site is to provide weather information for three cities. Besides, we'll use HTML5 with responsive navigation, which is compatible with most Internet browsers.

Target Audience and Scenarios

- It can be used by anyone who is looking to find out about the weather. The people who mainly use this service are people who are booking holidays to check the weather in a different country and also for farmers to know the weather conditions for their crops. It is also used by anyone who wants to go on a fun day out.
- Ages > 16, male or female
- Low to high income economic status
- English proficiency is expected

Personas

Jane Doe



- **Occupation:** Student
- **Demographics:** 22 years old
- **Goals:** She enjoys the alpinism and she need to know the climate in order to schedule with her friends their next adventure.
- **Technology:** Her laptop is the main technological device used for her studies. Her cell phone is used for emails, text messaging, calls, and apps.

John Doe



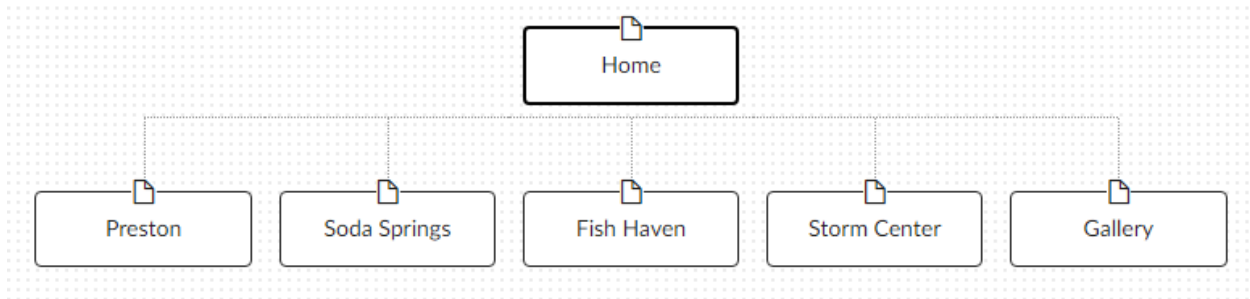
- **Occupation:** Farmer
- **Demographics:** 59 years old
- **Goals:** He needs to know the weather conditions to take preventive actions that may affect his crops.
- **Technology:** His laptop is the main technological device used for his work.

Scenarios

1. Do I need a website to promote climate conditions?
2. Why is important to have the online presence?
3. Could it be that services offered are reliable?
4. The service offered on this site is a good deal?
5. The service provided on this site give some value to the user?

Site Map

This section describes the basic structure of the CLIMATEconditions.com website.



Color Scheme

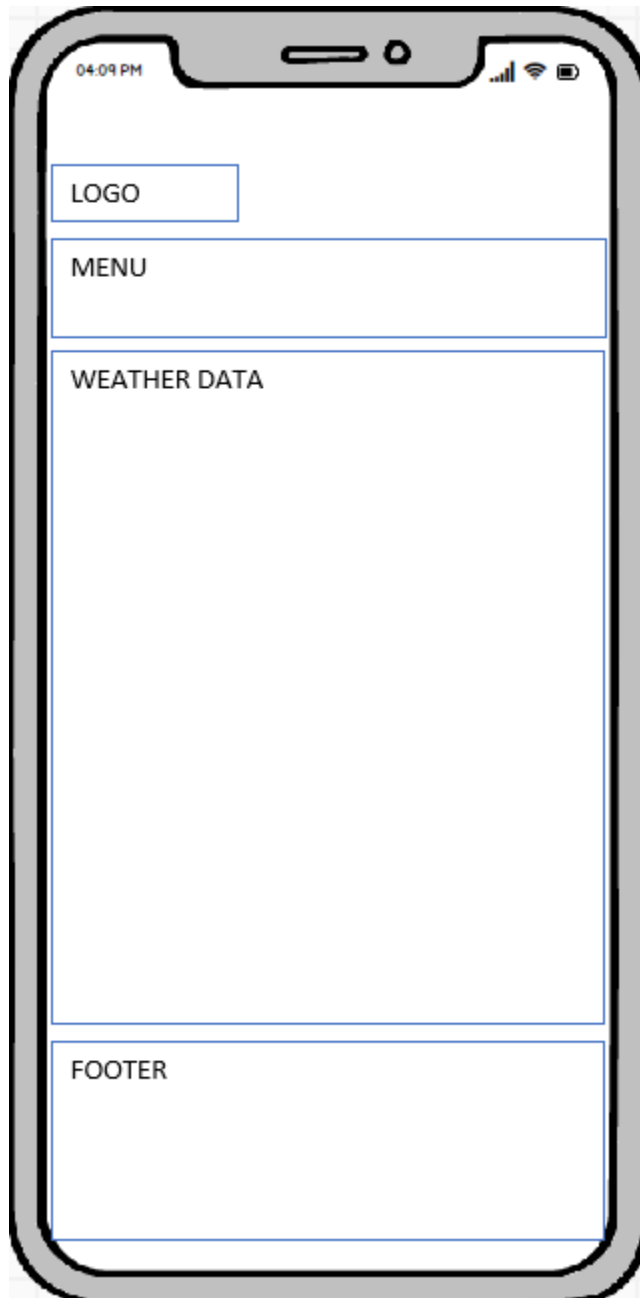
	Background	Text
Header	#000000	#FFFFFF
Navigation	#1F4371	#FFFFFF
Body	#EDEDED	#393939
Footer	#DADADA	#393939

Typography

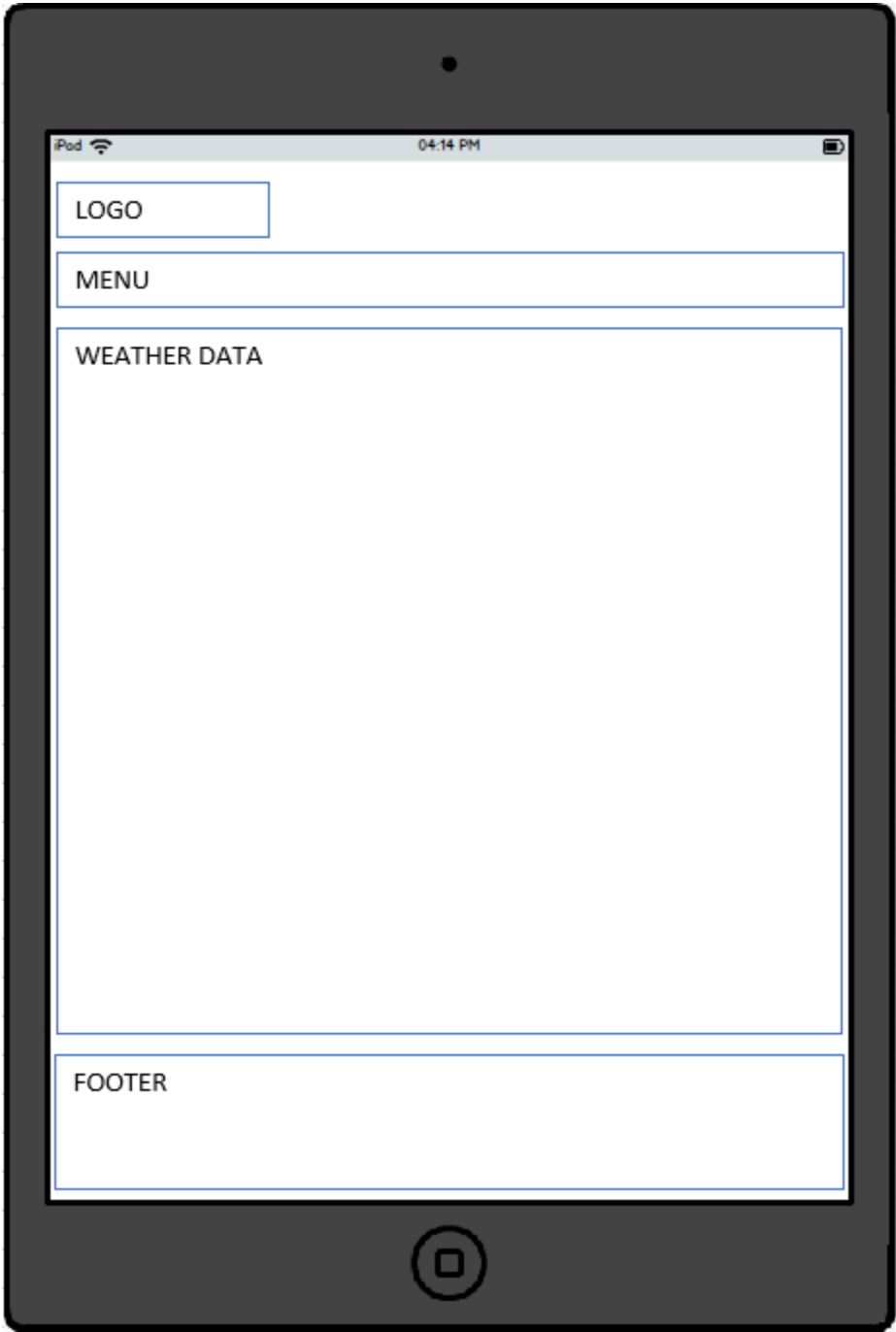
Element	Font	Type	Size
Heading 1	Candara	Bold	14px
Heading 2	Candara	Bold	12px
Heading 3	Candara	Bold	11px
Navigation	Candara	Bold	11px
Body text	Candara	Normal	14px
Footer	Candara	Normal	14px

Wireframe Sketches

Small Phone Screen



Medium Tablet Screen



Browser Window

