

# YourRightWeather.com

## Site Plan

### Site Description

The purpose of this document is to describe the YourRightWeather.com website, its purpose and intended audience, utilization scenarios, and other aspects such as its organization and structure, elements of style, etc. It is to be used as a planning and elaboration tool for the personal site to be developed this semester as part of the CIT 230 course

### Site Name

This site is going to be called **YourRightWeather.com**. As the name indicates, it will be an updated and real weather source of your city.

### Purpose Statement

The main purpose of the YourRightWeather.com page will be to inform to the audience the current weather of your city by collecting as much data as possible about the state of the atmosphere (particularly temperature, atmospheric pressure, winds, humidity and rainfall).

In addition to providing recommendations about clothing, safer routes, and much more according to the type of weather.

### Target Audience

The target audience of the YourRightWeather.com website is described below:

- **Who:** Workers (who exercise their work in the street or simply work outside their homes and need to move either by transport or waking), parents, hikers, tourists, boat drivers, farmers and others interested in knowing the current weather situation.

- **Age:** 12 to 100.
- **Technology:** Modern and accurate in calculating the current climate.
- **Income:** Income levels will typically be between \$50,000 above annually.
- **Motivation:** Be informed daily of the weather conditions in order to plan better your time in activities that require leaving your home.

## Personas

### Johnny Depp



**Occupation:** Ship Captain (SC).

**Demographic and Education:** 45 years old. Experience of more than 20 years in the sea as a boat driver and 5 years as boss of tourist cruises .

**Goals and motivations for using the site:** Be informed of possible rains or storms that may occur during long days of travel at sea.

**Social:** Very active individual. In his spare time, he is dedicated to surfing the Atlantic Ocean in search of treasures.

**Technology:** Uses a personal iPhone 6 with unlimited internet connection and a high-quality signal that allows he to be connected everywhere.

**Quote:** ‘I would like to know more about the weather conditions as I know the sea, to travel safely and enjoy the journey.’

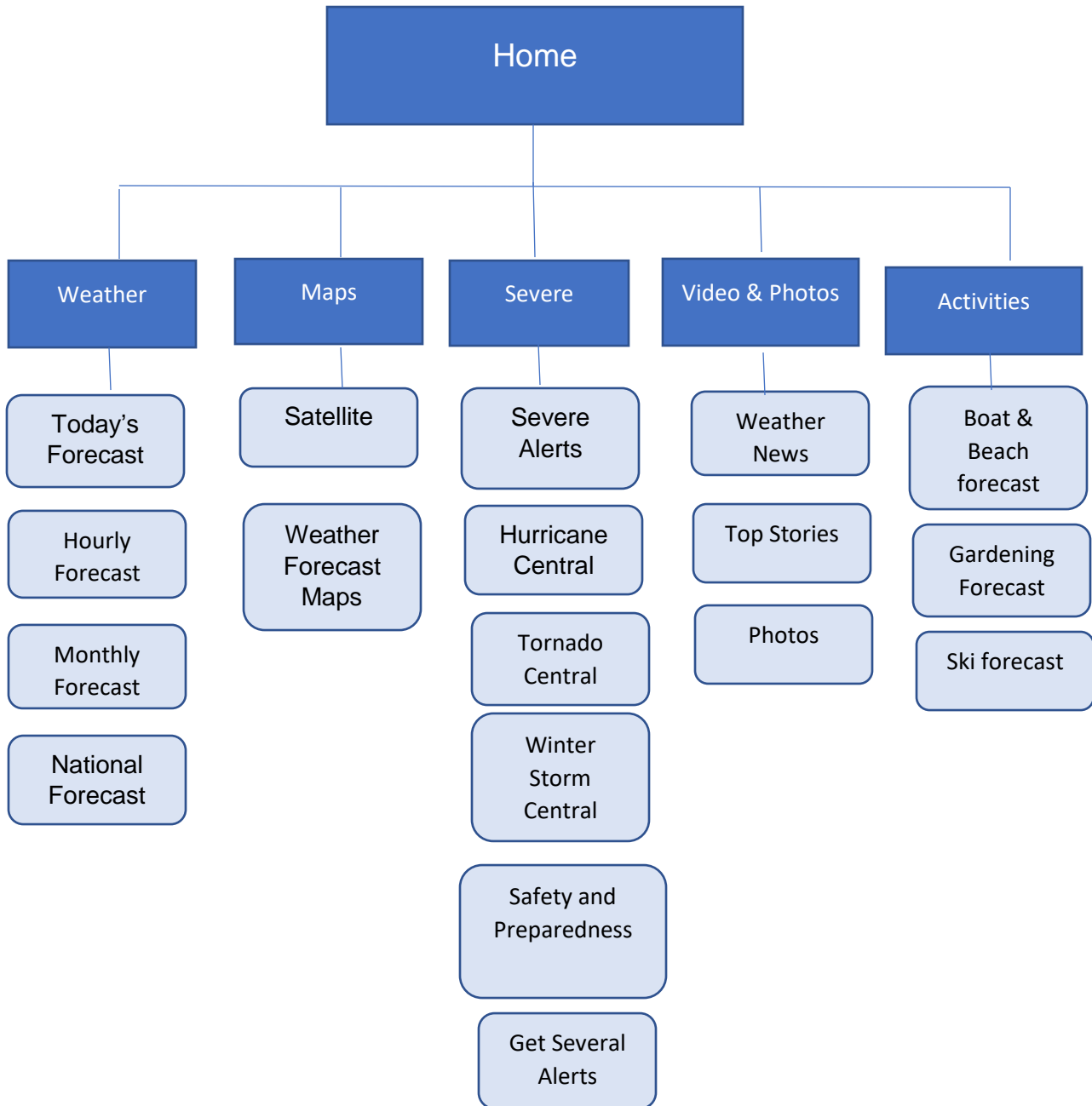
## Edward Sheeran



- **Occupation:** Outdoor Guide.
- **Demographics and Education:** 34 years old. Holds a Wilderness First Responder Certification and a bachelor's degree in forestry.
- **Goals and motivation for using the site:** Know the weather conditions in real time and future, to be prepared and take the necessary precautions.
- **Social:** Love to make excursions and climb high mountains.
- **Technology:** Uses a trendy notebook 9 Pen 13.3 to carry out a registration of his students enrolled in the excursions. As well a Samsung S8 where he receives notifications of the best news of the scaling sport.
- **Quote:** "I love nature because every day is a new adventure, whether in the mountains or the river. But likewise, I look for my own safety and that of my company"

## Site Map

This section describes the basic structure of the **YourRightWeather.com** website.



## Style Guide

This section describes the visual and aesthetic plan for the YourRightWeather.com website.

## Color Scheme

Describes the background, text, links, accent(s), highlights, and logos of the YourRightWeather.com website.

Primary color:

#B9B90D #B9B90D

#6E6E10 #6E6E10

#7F7F23 #7F7F23

#626202 #626202

#595900 #595900

## Typography

Object/Item	Font	Size	Color
Default Paragraph Text	Helvetica	15	px#000000
Heading Level 2 (h2)	Weight: Normal Style:Normal15 Arial	20	px#595900
Heading Level 3 (h3)	Helvetica Weight: Bold Style: Normal	18	px#595900