Weather Window Site Plan

Site Title/Name: Weather Window

Domain Name: weatherwindow.org

Purpose Statement

The Weather Window website provides local weather forecasts, weather-tracking maps, and information on weather-related hazards for residents of and visitors to the local towns and their surroundings. It also provides weather-related information like air quality readings for pollen, mold, and smog as well as links to national weather sites.

Target Audience

Karina Crosby   Photo by PenMac at Morguefile.com

Karina is 56 years old, lives alone, and works as a bookkeeper. She has an associate's degree. She takes her registered cocker spaniel to dog shows on weekends. She heard from a friend that there were tornados two counties away yesterday. She has only lived in the area for a short while. She wants to learn how to know if a tornado is likely in her area and what she needs to do if a tornado comes. She will use her laptop this time, but also has a tablet and smart phone.

Darion Mcintosh   Photo by Lauramusikanski at Morguefile.com

Darion is an ASE certified mechanic. He is 29 years old, is married with 2 children, and loves playing all kinds of games with his family. He is planning a backyard BBQ for his family and friends. He wants to know what the weather conditions will be. He is planning to project a movie onto a screen when it gets dark enough, so he also wants to know what time sunset will be. His niece has bad allergies and asthma so he wants to check the air quality for pollen and mold. He will use his smart phone. He also has a tablet and laptop.

Viable scenarios

I need to check the weather forecast for my outdoor party

What is the difference between a warning and a watch?

Is there a bad storm coming?

What do I do in case of a flood?

Will it be warm enough to go without a coat today?

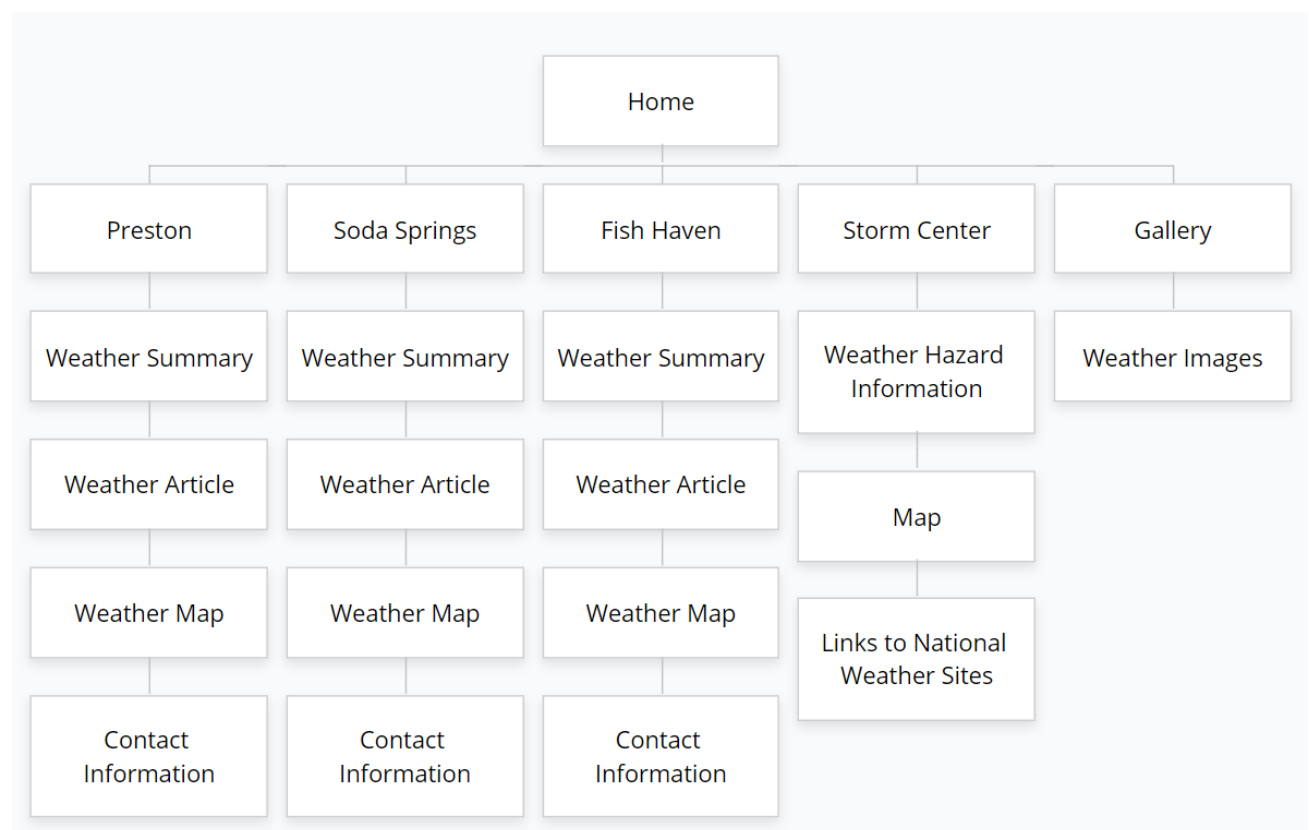What will the weather be like at the lake this weekend?

I'm having a bad asthma day. What is the air quality index for pollen, mold count, smog?

I am going for an early run. What time will the sun rise?

Is there a weather map that will show what storms are coming?

I just like weather. I want to see what is going on and what I can learn.

Site map

Color scheme

The following colors will be used:

- Text
    - #000, black
        - Used on white, yellow, or grey backgrounds
    - #fff, white
        - Used on teal or purple backgrounds
- Header and Article backgrounds
    - #ffffcc, light yellow
- Summary background and selected navigation
    - #520175, purple
- Footer bar background and borders
    - #a9a9a9, grey
- Menu navigation and Contact Information backgrounds
    - #008080, teal

Typography

Google fonts Lora and Work Sans will be the only fonts used

Site header (h1)	Lora	32px	#000	Weather
Motto	Work Sans-Italic	16px	#000	*See what*
Primary navigation	Work Sans	16px	#fff	Gallery
Page name (h2)	Lora	24px	#000	Preston,
Summary Section title (h3)	Lora	20px	#fff	Summary
Article title (h3)	Lora	20px	#000	Article
Contact Section title (h4)	Lora	16px	#fff	Contact
Paragraph text (p)	Work Sans	16px	#fff or #000	aliquet

- Lora for all headings
- Work Sans for all paragraph text
- Work Sans italic for the motto
- Default sizing for fonts
    - H1 for site name
    - H2 for page name
    - H3 for summary section and article titles
    - H4 for contact information section
    - P for everything else