

COWforecast.com

Site Plan

Site Description

The purpose of this document is to describe the COWforecast.com website, its purpose and intended audience, scenarios where it can be utilized, and other aspects to the site like how it's organized, the style elements, etc. It is to be used as a planning and elaboration tool for the personal site developed this semester as part of the CIT 230-07 course.

Site Name

This site is going to be COWforecast.com. It will be a website that will store a repository of weather knowledge to allow Arizona residents to Check Out Weather forecasts, or COW for short.

Purpose Statement

The primary purpose of the COWforecast.com will be to provide information about the weather is going to be like in Arizona. This will be fulfilled by the weather forecast navigation links in the main page and including a weather chart mapping the entire state of Arizona.

Target Audience

The target audience of the COWforecast.com is explained below:

- **Who:** Local Arizona residents, snowbirds, tourists, outdoorsmen, gardeners
- **Age:** 13-100
- **Technology:** Smartphones, mobile phones, cell phones, laptops, computers, I-pads, and other electronic devices that can access the Internet
- **Motivation:** Provide insight to upcoming weather forecasts

Personas

Tyler Farnsworth is an avid outdoorsman who has dreamed of hiking every national park in Arizona. He has already hiked the Grand Canyon and now is planning to hike the Petrified Forest National Park. He wants to know what the latest weather forecast will be like so he can prepare in any weather situation.

Francis Kettle is a single mother of six kids who usually works from home as a lawyer from Intel. She has a sabbatical coming up and would like to take her family on a vacation to Show Low, Arizona. However, Francis has to find a weather forecast that can give her possible chances of rain or snow to finalize a list of what clothing and essentials will be needed for the trip.

Darryl Thompson's passion is gardening. His neighbors say that his backyard garden is almost similar to the Garden of Eve. Because so many plants in Darryl's yard have different conditions for sunlight and water, he has to know how to give the care they need. It's getting closer to winter. Darryl has to reseed his lawn. However, he will only put in grass seed after it has rained. He requires a weather site to give him a possible forecast for rain.

Scenarios

1. How can COWforecast help me decide if I should or should not turn on the sprinklers to water my lawn?
2. Can COWforecast tell me if it is going to rain as our family hikes the Grand Canyon?
3. What are the primary design principles featured in COWforecast?
4. Can COWforecast notify me about the weather in Sedona, Arizona?
5. Does COWforecast know if it is going to snow in Pinetop?

Content Architecture

Content List

This section describes how each of the scenarios in the previous section can be met, through providing appropriate and well-organized content.

Scenario 1: How can COWforecast help me decide if I should or should not turn on the sprinklers to water my lawn?

- COWforecast doesn't determine a person's actions to decide how to water a lawn. Its main purpose is to provide weather forecasts. It provides information about whether there is a chance of rain in a person's neighborhood or any other weather phenomenon.

Scenario 2: Can COWforecast tell me if it is going to rain as our family hikes the Grand Canyon?

- COWforecast can share information about the weather for yesterday and today. Additionally, it can also note what the weather will be like in five days and a week. Although it can present weather predications, there is no guarantee that it will be accurate.

Scenario 3: What are the primary design principles featured in COWforecast?

- COWforecast features the web design principles of repetition, contrast, alignment, and proximity. Since the site is about providing weather forecasts for people to check out, most of the images will be weather-related. The same can apply to the contrast found there because the color scheme features shades of yellow, blue, black, and white to reflect the sky. The website will also have a visual hierarchy that allows plenty of negative space to categorize the website's content.

Scenario 4: Can COWforecast notify me about the weather in Sedona, Arizona?

- Since COWforecast's target audience is Arizona, it will have a repository of weather knowledge connected to the state of Arizona. That means it can notify a person of weather conditions in every known Arizona city and town.

Scenario 5: Does COWforecast know if it is going to snow in Pinetop?

- COWforecast is not a human. Although it has a repository full of weather-related knowledge, it's not going to be correct. It can only provide possible weather predictions. It's not psychic.

Site Map

This section describes the basic structure of COWforecast.com.

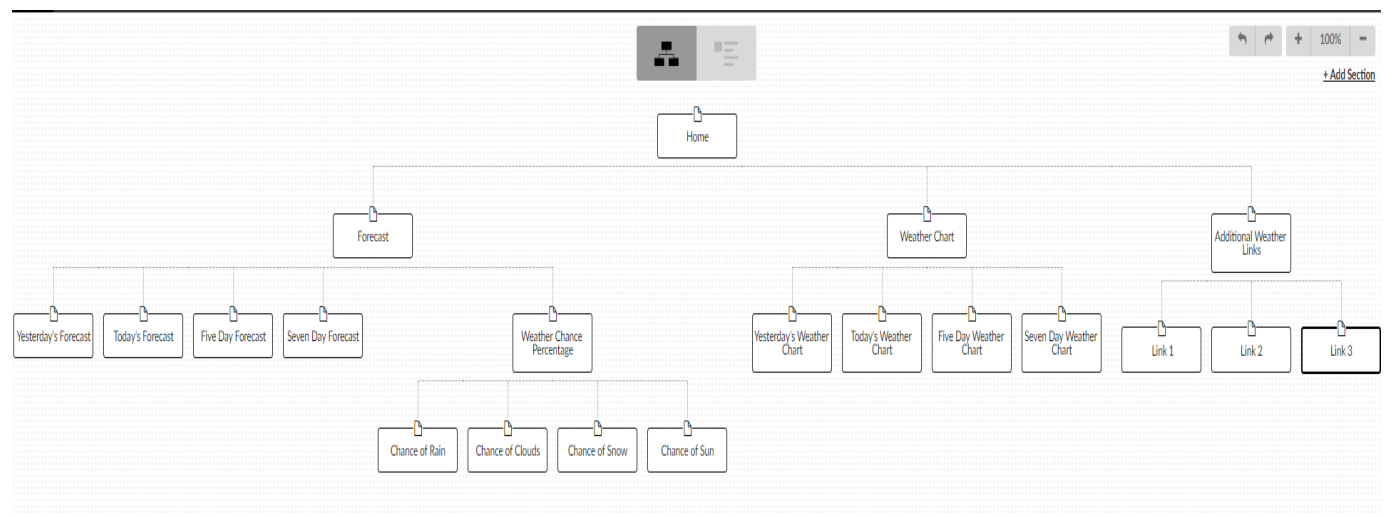


Figure 1 – **COWforecast.com** Site Map, demonstrating the site's structure.

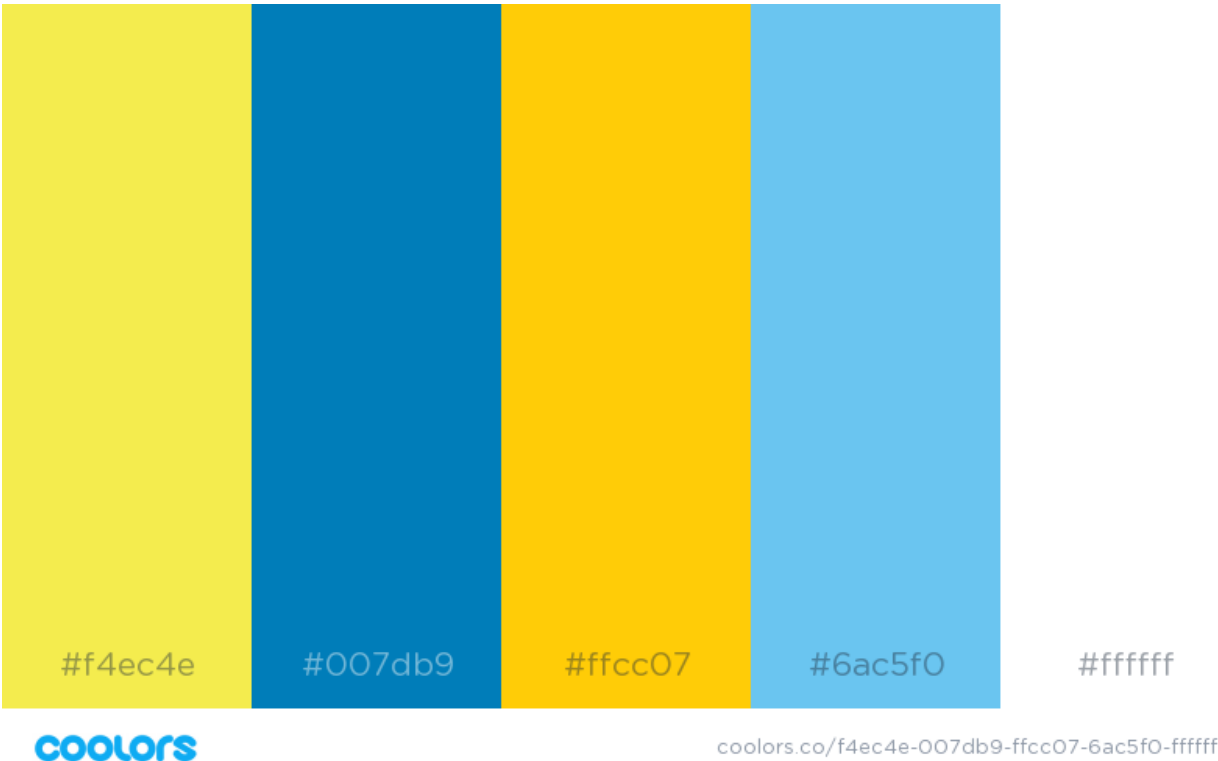
Style Guide

This section describes the visual and aesthetic plan for the COWforecast.com web site.

Color Scheme

The color scheme reflects the sky. Important content and information for COWforecast.com is bright yellow. Navigation links and forecast tags are sky blue. Text for the content is white. Articles will be featured in a dark blue font that doesn't overpower the sky-blue font.

Primary Color:



Typography

Site header	Krub	40px	#007db9	Sample
Primary Navigation	Krub	30px	#f4ec4e	Sample
Footer Navigation	Krub	20px	#6ac5f0	Sample
Heading 1 (h1)	Krub	30px	#ffcc07	Sample
Heading 2 (h2)	Krub	25px	#4ec4e	Sample

Heading 3(h3)	Krub	20px	#007db9	Sample
Paragraph text (p)	Verdana	16px	#ffffff	Sample