Cindy Jorgensen

CIT 230:

Website Planning Document

WeekendWarriorsWeather.com

$12/year for domain name (https://domains.google)

Site Description:

The purpose of this site is to provide the audience with weather information that is dedicated to the trails and recreational features that people would like to visit in Southeast Idaho.

SiteName:

Weekend Warriors Weather is dedicated to reliable weather for those who want to ensure to make the most of their weekends.

Site Purpose:

The purpose of Weekend Warriors Weather is to provide the audience with up-to-date weather information and trail conditions that they can rely on prior to help them plan their adventures in Southeast Idaho. This would include trail conditions, wildlife encounters or warnings, and the temperature and weather conditions and warnings.

Target Audience:

The target audience for Weekend Warrior Weather is described below:

- **Who:** The target is for outdoor enthusiasts who have a desire to make plans into the great outdoors, whether it be for kayaking, hiking, snowshoeing, skiing, or using snowmobiles.
- **Age:** This site would be simple enough for audiences of all ages 8 - 100.
- **Technology:** The format would need to be for all devices – desktop, tablet and mobile – and users of all skills levels.
- **Income:** The average income of our audience would be $31,786; as is the median income for the United States.
- **Motivation:** Our desire is for everyone to be safe and prepared when venturing into the outdoors for any activity. It is our hope that we can help prepare your for the conditions so that you will have a great experience

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Personas

Monika Stawowy

Occupation: Student and Novice Photographer

Demographics and Education: Currently attending school to acquire Bachelor's in Graphic Design.

Goals and motivation for using the site: Her passion for photography and the outdoors lead her to regularly check the weather to ensure that she has the proper equipment for your activity and photoshoot.

Social: Enjoys being with her family and friends being active and together.

Technology: Savy. Enjoys working in the Adobe suite programs and due to her school is familiar with Microsoft Office software. She lives on MacBook and has an ever growing collection of digital cameras (Nikon D5200, Coolpix P520, Canon Powershot SX130 IS, U1040)

Quote: I believe this is a true statement by Don McCullin, "Photography for me is not looking, it's feeling. If you can't feel what your're looking at, then you're never going to get others to feel anythig when they look at your prictures."

Randy McDowell

Occupation: Bank Executive

Demographics and Education: Late 30s. A branch manager for a national bank and has a Masters level education in Accounting.

Goals and motivation for using the site: Enjoys spending time with his family and also plans scouting activities for the youth of his church.

Social: Very active in his church, community, and family. Enjoys being active and loves to compete in local marathons in running and skiing.

Technology: Minimalist. Due to the nature of the business he is in Randy uses Microsoft Office software, banking software and regularly uses a desktop pc and mobile devices to sync appointments for personal and business uses.

Quote: Barbara Bush stated, "At the end of your life, you will never regret not having passed one more test, not winning one more verdict, or not closing one more deal. You will regret time not spent with a husband, a friend, a child, a parent." This helps me to stay focused on what is important to me – my family.
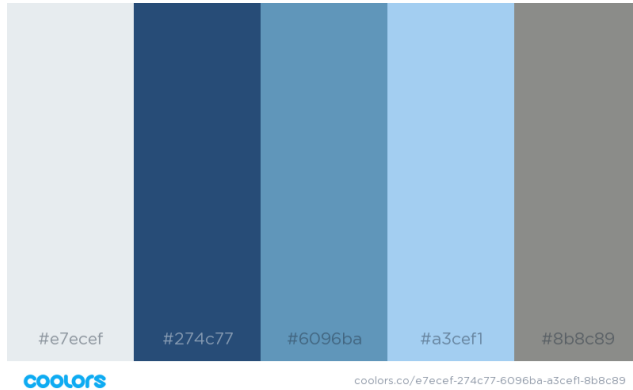
Scenarios

- We would like to plan a cross country ski trip this weekend?
- How are the ski trails and snowmobile trails looking at certain locations?
- Has there been any wildlife incidents reported?
- Travel and road conditions?
- What is the forecast for the next week?

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Color Scheme:

RGB codes for these hex code colors:
E7ECEF = (231,236,239)
274C77 = (39,76, 119)
6096BA = (96,150,186)
A3CEF1 = (163,206,241)
8B8C89 = (139,140,137)

black
#020202

Typography:

Site header	Libre Baskerville	40 px	#e7ecef	Sample
Primary Navigation	Libre Baskerville	30 px	#020202	Sample
Footer Navigtion	Libre Baskerville	20 px	#020202	Sample
Heading 1 (h1)	Libre Baskerville	30 px	#274c77	Sample
Heading 2 (h2)	Libre Baskerville	25 px	#274c77	Sample
Heading 3 (h3)	Libre Baskerville	20 px	#274c77	Sample
Paragraph text (p)	Nunito	16 px	#000000	Sample

Content Architecture

Content List
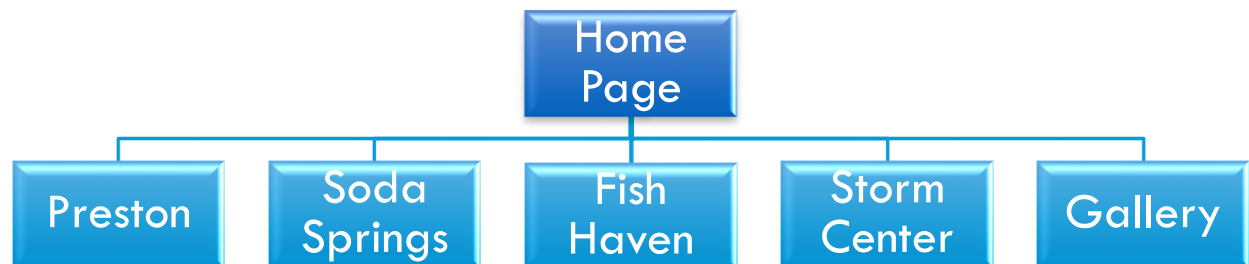
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Site Map

https://www.gloomaps.com/MwEPJWsidn

Wireframe Sketches: