

Weather Site Plan

Site Name

This is the HTML name: www.slcweather.com.

The full name will be Salt Lake City Weather.

Site Purpose

The purpose of my weather website is to provide weather information that covers the three days by using a simple elegant design. My site will present the weather forecast in a large and easy to read format. I will also provide solar and lunar eclipse information including shooting stars which will appear during the month. My weather site will be accessible to those in a hurry, and accessible to anyone who needs more detailed weather information.

PARC

My weather site will use PARC visual design.

Proximity: The menu tabs will be grouped together at the top center of the page. The weather columns will be close together as well.

Alignment: I will primarily use rectangle shapes to present weather information. The columns for presenting the weather will be equally apart and will not overcrowd the screen. The weather columns will be in the center of the page. I will try to employ a golden ratio.

Repetition: I will use repetition to provide a sense of order and to not overwhelm the user. I will primarily use the color blue, and various shades of blue for the background. I will use Arial at size 22px for the weather. I will use Times New Roman at size 16px for the menu tabs.

Contrast: I will use the color blue as my primary color, I will have red and yellow be my contrast color. It will work well to have yellow for the sun, and to represent the time of day. The menu items will be in a white font with a blue background. The background will slowly increase in darker shades as it moves away from the weather report in the center. The sides of the screen will be the color black because it is far from the center containing the weather report.

Target Audience

The primary audience will be the residents in Salt Lake City and for travelers/tourists who search for the weather using their browser instead of using a phone app. My website will be available to anyone who searches online with “slc weather”. This could be one of the first website links they see because of the URL name.

My weather site will address two personas, a resident, and a traveler. Primarily, my site will cater toward people do not have a weather app on their phone. As a result, the likely people to view my website are those who occasionally search for weather info. Travelers are likely to search for weather information in the area they are staying.

Resident Persona: Horace Fitzgerald. Age 34. Small business manager in Salt Lake City. Married and has two children. Patient and willing to spend time searching for information.

- Where: In his South Salt Lake City townhome’s bedroom.
- When: In the winter. He checks the weather when is not working between 7 – 9 P.M.
- What/How: Using his Windows 7 laptop with Firefox as his browser before he goes to bed.
- Scenario 1: Checking the weather forecast the next two days for potential snow storms.
- Scenario 2: He views the temperature during the day to see how warm he should dress.
- Scenario 3: He checks the temperature for his morning jog to see if it will be icy.
- Scenario 4: Horace’s children want to go sledding at a hill, he looks for when the next snowstorm will come.
- Scenario 5: Horace looks for times that shooting stars will appear in the month for his family.

Traveler Persona: Thomas Partridge. Age 25. Lives in London, England. He is an engineer for a company in London. He has been married for one year to his wife and they want to spend their wedding anniversary in Utah. Thomas needs to know the weather two weeks in advance. He is impatient and does not like to spend time searching for information.

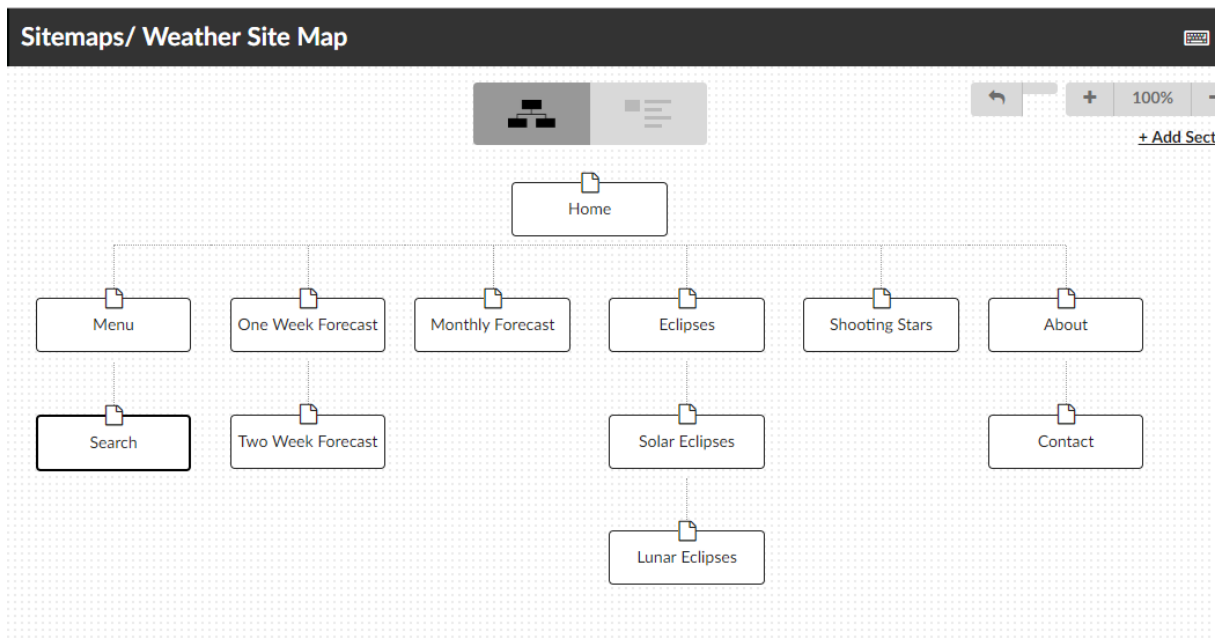
- Where: In his London apartment’s bedroom.
- When: During the winter. He checks the weather in the morning before work at 7 A.M.

- What/How: He uses his cell phone's Google Chrome app to search for the weather forecast outside of London.
- Scenario 1: Thomas checks the weather in Utah for the next two weeks in preparation to their vacation.
- Scenario 2: Thomas arrives in the Salt Lake City airport with his wife. He searches the SLC weather forecast while walking toward his rental car.
- Scenario 3: He wants to go hiking but it is cloudy outside. He checks the weather forecast in the morning to see if the afternoon will be sunny.
- Scenario 4: Thomas was watching the news in his hotel room and learned that a shooting star will appear at around 4 A.M. He checks slcweather.com for the time the shooting star will appear.
- Scenario 5: Thomas wants to spend the last several days of his vacation skiing with his wife. He wants to know if the weather will impact the traffic to the canyon in SLC.

Site Map

As my site focuses on the weather and its ease of use, I will only have a few items in my site map. The Home element will be the name of the site: Salt Lake City Weather at the top of the site. The site map will be located directly underneath the Salt Lake City Weather title.

I created my Site Map at www.writemaps.com. I used the free trial which does not include coloring or adding descriptions to the map. It looks basic but it will serve as a sketch for my site.



Here is a different perspective on my site map:

Menu

Search

One Week Forecast

Two Week Forecast

Monthly Forecast

Eclipses

Solar Eclipses

Lunar Eclipses

Shooting Stars

About

Contact

Implementation

Typography

I will use my favorite font Arial as the primary font. The second font will be Helvetica and the third font will be 'Times New Roman' which needs to be in quote marks for CSS.

font-family: Arial, Helvetica, 'Times New Roman.'

Default Color: ffffff (white)

Title: 40px, Helvetica. Aligned at top center.

Weather Column body text: 22px, Arial.

Menu tabs: 16 px, "Times New Roman.

Links: 16px, Helvetica, #e0e0eb (Light Grey).

Color Scheme

My color scheme will use medium blue as the primary color because it resembles the sky.

I will use #339BFF as my background color. The color is a medium blue which will contrast well with my page. I chose this color on <https://htmlcolorcodes.com/> because of its large list of colors to choose from.



Many colors detract the user from a website. I will focus on using blue as the primary color and various shades of blue. FF4400 (Red) and FFFF00 (yellow) will be the contrasting colors.

