

Weather Site Plan

Site Name

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

The full name will be Preston Idaho Weather.

Site Purpose

The purpose of my weather website is to provide information about the weather over a three-day period 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 and when the sun will rise and set each day. My weather site will be easy to read for someone looking for a quick update on the weather, but can also accommodate someone who needs more detailed 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, and Times New Roman at size 16px for the menu tabs.

Contrast: I will use blue as my primary color and have red and yellow as my contrast colors. It will work well to have yellow for the sun, 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 center of the website will be blue and the colors will gradually darken until it reaches the outside columns which will be black.

Target Audience

The primary audience will be the residents in Preston, Idaho and for travelers/tourists and local residents who search for the weather using their browser instead of using a phone app. My website will be available to anyone who searches online for “Preston Idaho 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 who do not use a weather app on their phone. As a result, the people most likely to view my website are those who search for weather info on their computers. Travelers are more likely to search for weather information in the area they are staying.

Resident Persona: Horace Fitzgerald. Age 34. He is a small business manager in Preston, Idaho. He is married and has two children. Horace is patient and willing to spend time searching for information. He has a flip-phone, so he uses his laptop's web browser.

- Where: In his Preston, Idaho townhome.
- When: In the winter. He checks the weather when he is home 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 for when the sun will rise for his morning run.

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 Idaho. Thomas needs to know the weather two weeks in advance. He is impatient and does not like to spend time searching for information.

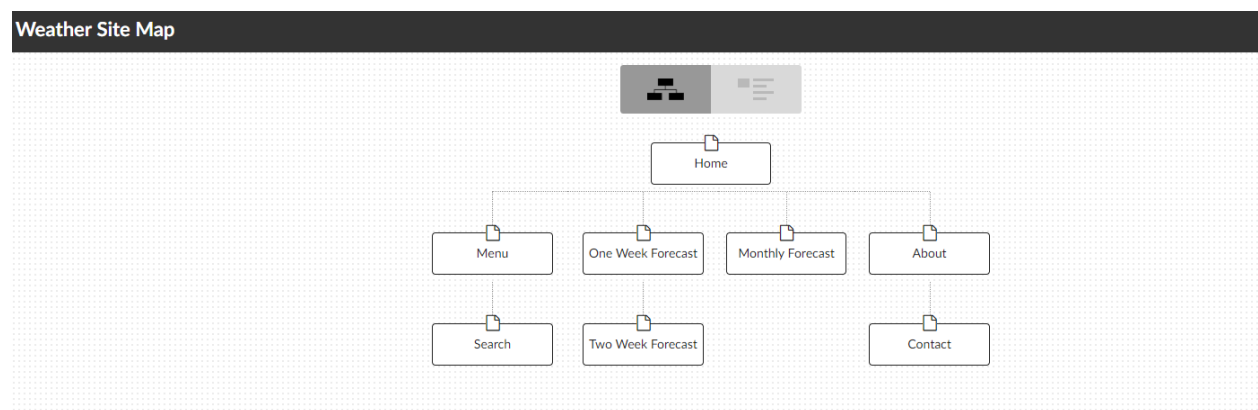
- Where: In his London apartment.

- 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 Preston, Idaho for the next two weeks in preparation to their vacation.
- Scenario 2: Thomas arrives in Idaho with his wife. He searches the Preston, Idaho 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 prestonweather.com for the time the sun will set to make sure he won't be driving at night.
- Scenario 5: Thomas wants to spend the last several days of his vacation exploring the area and wants to dress appropriately for the weather.

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: Preston Idaho Weather at the top of the site. The site map will be located directly underneath the Preston, Idaho 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 is a simple design, but it will be a good base to begin my site.



Here is a different perspective on my site map:

Menu

Search

One Week Forecast

Two Week Forecast

Monthly Forecast

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.

