Website Planning Document
CIT 230: 09-Fall 2018
Casey Coleman

Site Name
Clairvoyant Forecast - clairvoyantforecast.com
We Predict The Weather So You Don't Have To!

Site Purpose
Provide real-time weather conditions, as well as, 10 day outlook to the good people of Preston, Soda Springs, and Fish Haven. To help them plan their day and week, and warn them of upcoming severe weather.

Target Audience
Who: Residents of Preston, Soda Springs, and Fish Haven, including event planners, construction workers, emergency services, students, etc. Tourists, such as outdoorsmen and visiting relatives of the residents.
Age: 12 and up
Technology: Anyone who has access to a computer, phone, or tablet.
Income: Income levels for the targeted audience will very, with the assumption that anyone with access to the computing devices will use the site.
Motivation: Become proactive in the planning of commutes, outdoor activities, and road and public transportation logistics.

Personas
Chief Hamilton, of the Highway Patrol. 53 years old. Has a Bachelors in Criminal Justice. Needs to determine the protocol for his men and coverage of the highways during different weather events.
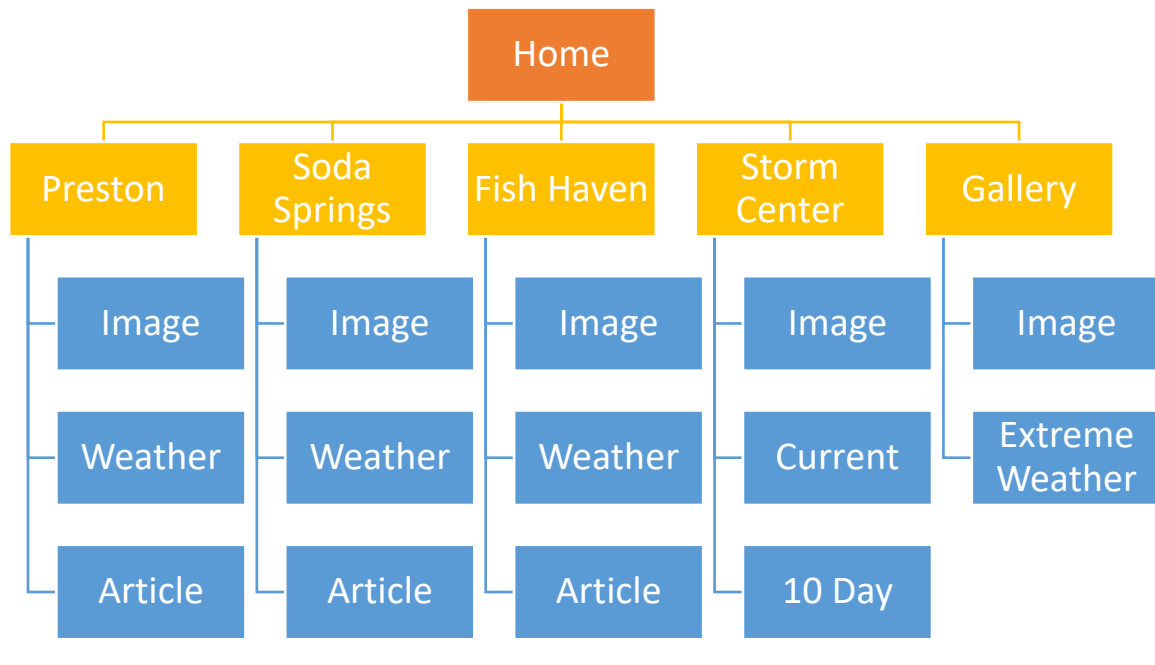**Sally Strothers,** a stay at home mom with 3 active kids. She has her Bachelors in Quantum Physics. She needs to know how to dress the kids for school and what to expect going to soccer practice and dance recitals.
Richard Simmons, a wedding planner from Fish Haven. Has a Bachelors in Business Management. Needs to know what kind of weather to plan on for the weddings and receptions so he can take the proper stops for inclement weather.
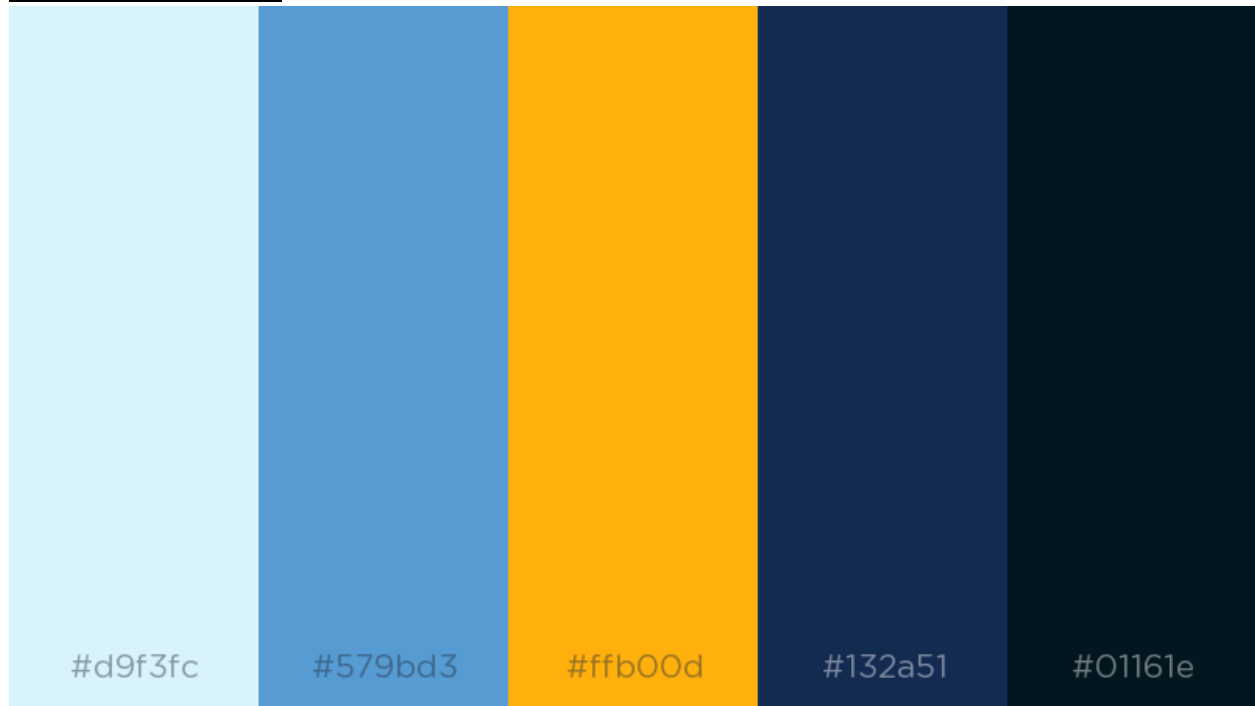
Scenarios
1. what will the weather be like and how does it affect public safety on the roads?
2. How can I find out what the weather will be next week on the wedding day?
3. How cold will it be when the kids go to school?
4. Do we have to arrange plows and drivers for the roads?
5. Do I need to cover my vegetables so they don't freeze?

Site Map

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                          ┌──────────┐
                          │   Home   │
                          └────┬─────┘
     ┌───────────┬─────────────┼─────────────┬───────────┐
 ┌───────┐   ┌────────┐   ┌──────────┐   ┌────────┐   ┌─────────┐
 │Preston│   │  Soda  │   │Fish Haven│   │ Storm  │   │ Gallery │
 │       │   │Springs │   │          │   │ Center │   │         │
 └───┬───┘   └───┬────┘   └────┬─────┘   └───┬────┘   └────┬────┘
 ┌───────┐   ┌────────┐   ┌──────────┐   ┌────────┐   ┌─────────┐
 │ Image │   │ Image  │   │  Image   │   │ Image  │   │  Image  │
 └───────┘   └────────┘   └──────────┘   └────────┘   └─────────┘
 ┌───────┐   ┌────────┐   ┌──────────┐   ┌────────┐   ┌─────────┐
 │Weather│   │Weather │   │ Weather  │   │Current │   │ Extreme │
 │       │   │        │   │          │   │        │   │ Weather │
 └───────┘   └────────┘   └──────────┘   └────────┘   └─────────┘
 ┌───────┐   ┌────────┐   ┌──────────┐   ┌────────┐
 │Article│   │Article │   │ Article  │   │ 10 Day │
 └───────┘   └────────┘   └──────────┘   └────────┘
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Color Scheme

Main Color #579bd3
Nav #ffb00d
Paragraph #01161e
Accents #132a51, #d9f3fc, all shades
Headings #132a51

Typography

<link href="https://fonts.googleapis.com/css?family=**Oswald|Roboto+Slab**" rel="stylesheet">
font-family: 'Oswald', sans-serif;
font-family: 'Roboto Slab', serif;

Site Header Oswald 40px # Header Sample

Primary Nav Oswald 30px ## Navigation

Footer Nav Oswald 20px Footer

Heading 1 Oswald 30px ## Heading 1

Heading 2 Oswald 25px ### Heading 2

Heading 3 Oswald 20px Heading 3
Paragraph Robot Slab 16px Paragraph