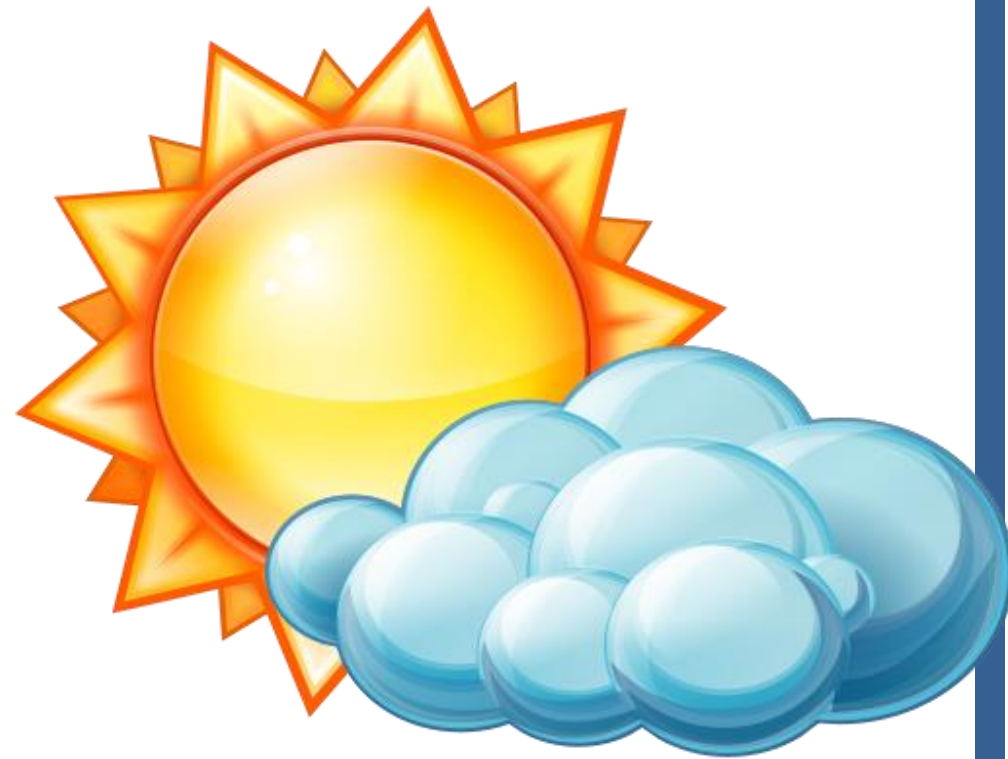


SeasonFeel Site Plan



Giselle Araujo
CIT 230 – Br. Odom

Site Name

This site is going to be called **SeasonFeel.com**.

Overview

Site Purpose

The purpose of this web site is to display weather predictions to the users. The web site has to provide near future weather predictions, in order to keep the user aware of the climate conditions. These predictions are very important for tourism, boating, aviation, farming, sports, events and so on. Those predictions are meant to be as accurate as possible.

Target Audience

As the forecast is very important information, the audience to the seasonfeel.com will be more all-embracing.

Who: Athletes, pilots, tourists, farmers, workers, students.

Age: 12 to 100

Technology: Internet

Income: between \$30,000 and above annually.

Motivation: Be aware of the weather conditions.

Personas

Paulo Araujo

Occupation:

Demographics and Education: 30 years old. He is a Marketing. Has a MBA in trade and retail.

Goals and motivation for using the site: To check the weather conditions before his work or vacation trips.

Social: Very active individual, loves being outdoors, he likes to hiking, camp, learn new cultures.

Technology: Uses mostly his iPhone8, and his MacBook. He uses mobile camera to register special moments during her travels and also record work events from his work. Uses mostly Microsoft Office software (Word, Outlook, Excel, PowerPoint).

Scenarios

1. Why is **Season Feel** important to individuals and my organizations?

Season Feel is important individuals, because they can know how the weather is and be prepared in case of whether changes. For organizations, it is important because they can prepare their events or external works.

2. What is the ideal **Season Feel**?

The ideal Season Fell website is that one, that has the most accurate weather predictions. It is crucial having a good and organized platform, where is easy to find the information that the users are looking for.

3. What are some of the design principles of **Season Feel**?

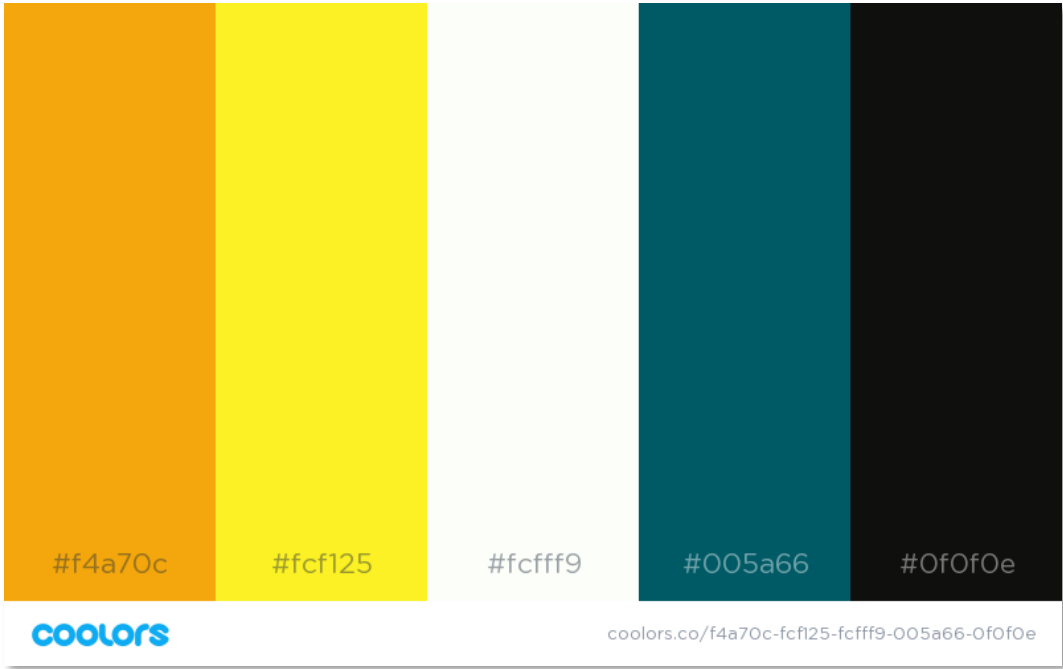
The main principles that exist on Season Feel website is the **Contrast** used to highlight important points of the page. This site has a good **Alignment** giving to the user an organized sense.

4. -----

5. -----

Color Palette

Describes the background, text, links, accent(s), highlights, and logos of the **Seasonfeel.com** web.



Primary	Secondary	Accent
#005a66 #fcfff9	#0f0f0e # f4a70c	#fcf125

Background

#005a66

#fcfff9

#f4a70c

Text

#0f0f0e

#fcfff9

Accent(s), highlights

#fcf125

Typography

I chose these fonts, because they work well together, I usually prefer San Serif fonts, because the an easier to read.

Heading Font

SansSerif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

This is my Sample Heading

20 px #fcfff9

Body Copy Font

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

This is an example of my sample paragraph. It will show the color, size and style of a paragraph in my website

15 px #0f0f0e

Site Map

