Website Planning Document

CIT210

Due Feb2

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Site Name

Cloudswatching.com

$12/yr

Site Purpose

Objectives:

To give people access to weather information in Preston quickly and effortlessly.

To have an easy and intuitive UI design that complements the UX of the site.

This site will provide access to the local weather of Preston and other surrounding areas.

Target Audience and Scenarios

The target audiences

Age 25-45

Income 60,000+

Education Bachelors

Accessing the site through a mobile device

- I'm working outside, what should I wear today?
- The kids are going to need to wait at the bus stop today, will it rain while they are waiting?
- Is it too cold out for my dog?
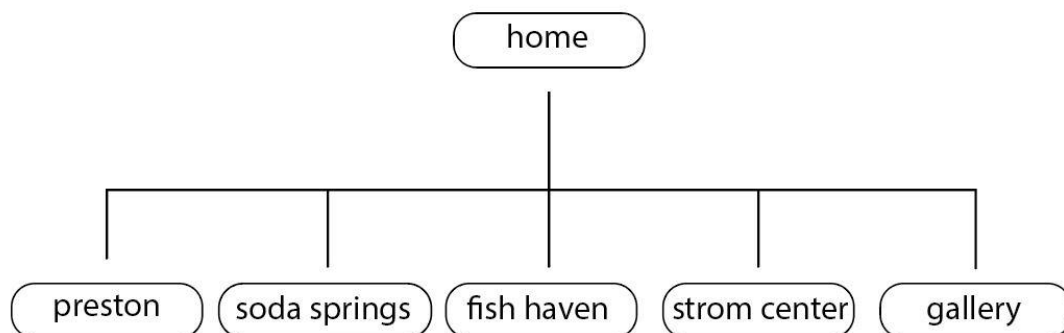- What should I wear for my jog?

Age 50+

Income 100,000

Education Masters+

Accessing the site through mobile, tablet, or computer

- What is the weather going to be like for our trip to Preston?
- When are we getting more rain?
- How much snow are we supposed to get overnight?
- Will it freeze overnight? Should I bring my plants in?

Site Map

```
                      home
                        |
   +--------+-----------+-----------+-----------+
   |        |           |           |           |
preston  soda springs  fish haven  strom center  gallery
```

Color Scheme & Typography

site header	Roboto Bold	30px	#2d2e86	Sample
h1	Roboto Bold	24px	#000000	Sample
h2	Roboto Bold	20px	#000000	Sample
primary navigation	Roboto Regular	16px	#9294c9	Sample
contact	Roboto Regular	16px	#000000	Sample
paragraph text <p>	Roboto Regular	16px	#000000	Sample
footer	Roboto Regular	12px	#2d2e86	Sample