SEIDweather.com

Site Plan

Document Description

This document's purpose is to describe the SEIDweather.com website. This includes its purpose, target audience including personas and example scenarios, a simple sitemap, color scheme information, and typography information. This document will be used to plan the weather site project that will be developed as part of the CIT 230 course.

Site Name

The weather sites name is SEIDweather.com. As the name implies, it will provide weather information for southeast (SE) Idaho (ID), specifically for the Preston, Soda Springs, and Fish Haven areas.

Site Purpose

The primary purpose of SEIDweather.com is to provide current weather information for the towns of Preston, Soda Springs, and Fish Haven. This will be delivered with individual webpages for each town that contains text of weather conditions and images reflecting the current weather conditions. Other town information including relevant articles and content will be provided on the individual town webpages. The sites homepage will contain current weather stories for each town with related images and information.

Target Audience

- **Who**: Any individual wanting to know the immediate weather for Preston, Soda Springs, or Fish Haven.
- **Age**: 13 - 100
- **Technology**: Uses smartphones, tablets, laptops, or desktops for quickly finding information they need to make informed decisions.
- **Motivation**: Quickly find what the immediate weather is to know how to dress themselves and/or their family members for the day. Quickly find the immediate weather for their area to know if driving conditions may be hazardous or if more time is needed to travel. Quickly find weather information that might impact other activities such a soccer practice or planned walk in the park.

Personas

Michael Razor

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- **Occupation:** Vice-President of Business Development
- **Demographics and Education:** 55 years old. Executive for an industrial engineering firm. Has a Master's of Science degree in physics.
- **Reason for using SEIDweather.com:** Wants to know if he will need a heavy coat, light coat, or umbrella for the day before leaving his house to go to work. Will use his iPad to check the weather while eating breakfast.
- **Social:** Spends little time outdoors. Has a wife and a 27-year-old son that lives at home due to a medical reason. When at home he spends most of his time watching sports on television or watching shows/movies with his family.
- **Technology:** Does not like to use a computer while at home. Prefers to use his iPhone 8 or iPad Pro for looking up information. He likes to listen to audiobooks through his iPod while commuting to and from work. Does not enjoy learning new technologies.
- **Quote:** "If it ain't broke, don't fix it."
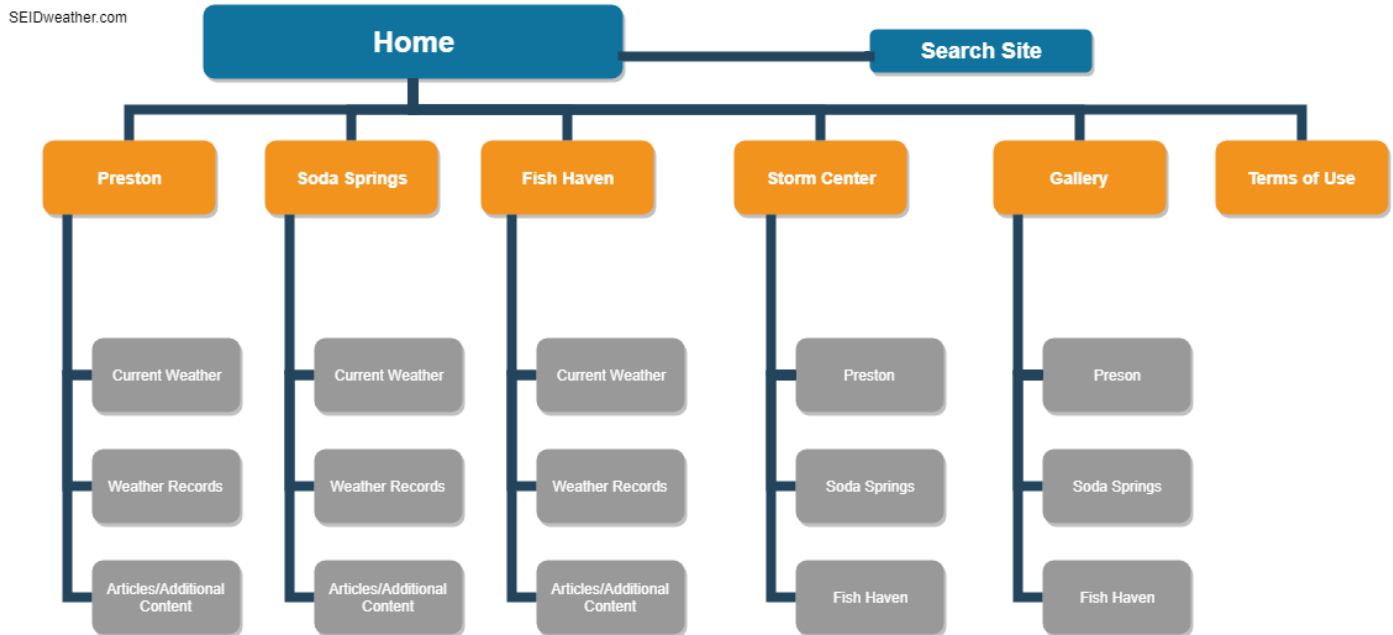
Molly Henderson

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- **Occupation:** Domestic Engineer (Stay-at-home spouse/mother)
- **Demographics and Education:** 34 years old. Manages her household for her husband and two children (ages 7 and 10). Has a Bachelor's of Science degree in Elementary Education. Plans to return to teaching when the children are teenagers.
- **Reason for using SEIDweather.com:** Both of her children have outdoor swim practice after school and she needs to know if inclement weather is possible that day as it can cause practice to be cancelled. Will check the weather using her smartphone first thing in the morning and before school lets out for the day.
- **Social:** Spends most of her day alone working on her home or running errands. Enjoys spending as much time as possible with her children and husband. She prefers to have qualify family time outdoors and without screens. Spends time socializing with other moms at her children's sports practices and events.
- **Technology:** Uses a laptop at home to manage her family's budget and pay bills. Enjoys using her iPhone X for Social Media and taking photos of her children during their sporting events. Prefers to have screens off during family time.
- **Quote:** "Life goes by too fast, that's why I photograph everything."

Additional Scenarios

1. I plan on driving to Fish Haven to do some fishing at Bear Lake, what is the weather like there?
2. I'm going to Preston this morning for the Festival of Lights, is snow expected?
3. My family wants to visit Geyser Park in Soda Springs today, is there a chance of rain?
4. I'm writing a paper on the history of Fish Haven, what's the record low and high for that city and when did they occur?
5. I plan on going on a hike after work today, is there a chance for severe weather?

Sitemap

This section shows an illustration of the basic layout of SEIDweather.com.

Site Color Scheme/Typography

This section describes the color schemes that will be used for the site including elements/content.

- **Background**: #FF8200 or #EEEEEE
- **Body Text**: #58595B, Helvetica 12
- **Links**: # 517C96, Underlined
- **Visited**: #E65933, Underlined
- **H1:** #58595B, Helvetica 33 Bold
- **H2:** #58595B, Helvetica 16 Bold
- **H3:** #58595B, Helvetica 13.5 Bold
- **H4-H6**: #58595B, Helvetica 12 Bold
- Additional colors that may be used:
  - #FFFFFF   #00746F   #E65933   #006C93
  - #F0EDE3   #A7A9AC   #579584   #B9E1E2
  - #705550   #ABC178   #2197A9   #EBEA64

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