

WEBSITE PLANNING DOCUMENT

DANICA CHRISTENSEN

CIT 230

NAME OF SITE: PRECISEWEATHER

SITE PURPOSE

- Name of site: PreciseWeather
- THE PURPOSE OF THIS SITE IS TO PROVIDE RELIABLE WEATHER DATA AND FORECASTS FOR THE CITIES OF FRANKLIN, GREENVILLE, AND SPRINGFIELD, AS WELL AS A RESPONSIVE STORM CENTER, RELEVANT NEWS ARTICLES, AND A WEATHER GALLERY. ALL ITEMS — TEN DAY FORECASTS, WEATHER DATA, THE STORM CENTER, ARTICLES, AND THE GALLERY — SHOULD BE EASILY ACCESSIBLE AND USER FRIENDLY.

TARGET AUDIENCE

- USERS DESIRE A VISIBLE TEN DAY FORECAST THAT IS STRAIGHTFORWARD IN FUNCTION
- USERS WANT SMOOTH ACCESS TO WEATHER REPORTS CONCERNING THEIR AREA
- USERS PREFER AN INTUITIVE INTERFACE FOR STORM CENTER DATA AND FEATURES

TARGET AUDIENCE PERSONAS

- PERSONA 1

- GARRY HANSON
- AGE 51
- LANDSCAPER
- GERRY IS DEEPLY LOYAL TO HIS FAMILY AND IS THE PLEASED GRANDFATHER OF THREE. HE TAKES PRIDE IN PROVIDING FOR HIS WIFE AND YOUNGEST DAUGHTER, A JUNIOR AT FRANKLIN HIGH.
- HE HAS RUN HIS OWN LOCAL LANDSCAPING BUSINESS FOR OVER TWENTY YEARS AND RELIES ON ACCURATE WEATHER REPORTS TO LINE UP HIS JOBS. HE FAITHFULLY CHECKS THE WEATHER FORECAST EVERY NIGHT FROM HIS HOME COMPUTER. HE ALSO MAKES SURE TO KEEP UP ON WEATHER NEWS AND STORM READINGS.

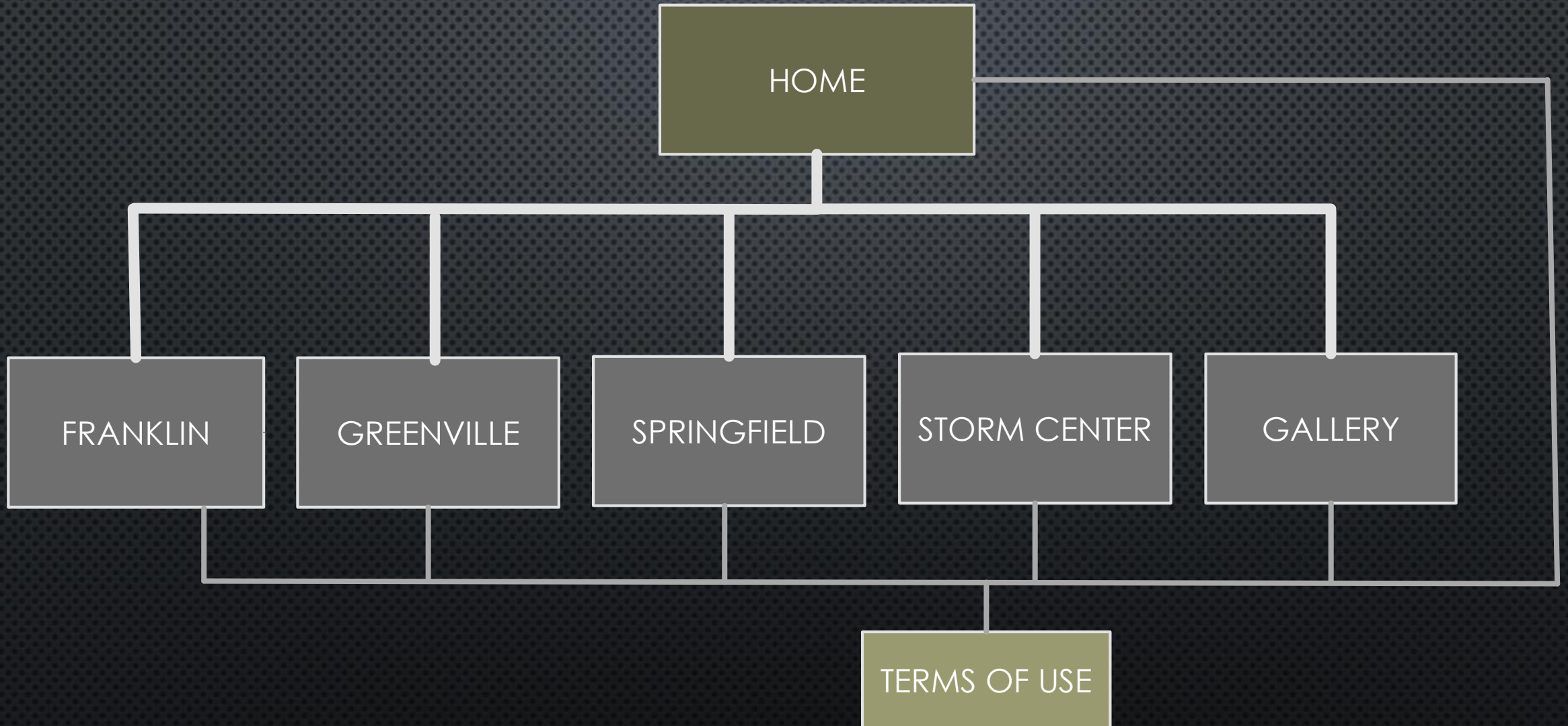
- PERSONA 2

- ETHEL BROWN
- AGE 58
- ELEMENTARY SCHOOL TEACHER
- ETHEL LIVES IN A RURAL PART OF TOWN WITH HER FOUR YEAR OLD CORGI, DAISY. SHE WORKS HARD AS A TEACHER AT SPRINGFIELD ELEMENTARY, WHICH HELPS COMBAT HER LONELINESS. SHE IS AN ACTIVE MEMBER OF THE SCHOOL PLANNING COMMITTEE, AND REGULARLY READS WEATHER FORECASTS AND STORM READINGS ON HER PHONE WHEN FIELD TRIPS AND FIRE DRILLS APPROACH. SHE TAKES THE CHILDREN'S SAFETY SERIOUSLY AND WANTS THEM TO REMAIN SAFE AND HEALTHY.

TARGET AUDIENCE PERSONAS

- PERSONA 3
 - TRAVIS JOHNSON
 - AGE 36
 - OFFICE WORKER
- TRAVIS IS ACTIVE AND OUTDOORSY, QUALITIES WHICH HIS WIFE AND TWO CHILDREN SHARE. EVERY OTHER WEEKEND, WEATHER PERMITTING, TRAVIS PLANS SOME OUTDOOR ACTIVITY WITH HIS FAMILY, LIKE CAMPING, HIKING, SWIMMING, SKIING, OR TENNIS. TRAVIS RELIES ON DEPENDABLE WEATHER REPORTS TO PLAN HIS TRIPS, AND CHECKS THE 10 DAY WEATHER FORECAST EVERY FEW DAYS ON HIS PHONE AND TABLET. HE ALSO CHECKS THE STORM CENTER EVERY FEW WEEKS.
- PERSONA 4
 - ERIKA SANDERS
 - AGE 27
 - PHOTOGRAPHER
- ERIKA HAS RECENTLY LAUNCHED HER OWN PHOTOGRAPHY BUSINESS AND HAS MOVED BACK IN WITH HER PARENTS WHILE SHE BUILDS A CLIENT BASE. SHE FEELS THE NEED TO BE PREPARED FOR WHATEVER MAY COME. THIS INCLUDES FOLLOWING NEWS STORIES AND WEATHER PATTERNS ON HER PHONE OR LAPTOP. THIS HELPS HER GET THE BEST ATMOSPHERE FOR HER PHOTOS. SHE ALSO LIKES LOOKING AT THE WEATHER GALLERY FOR INSPIRATION AND NEW LOCATIONS.

SITE MAP



COLOR SCHEME

HEX #345670	HEX #3483C0	HEX #82A5C0	HEX #FFC038	HEX #000	HEX #FFF
Background Colors and Font Colors			Other		
<ul style="list-style-type: none">header<ul style="list-style-type: none">HEX #345670site name and motto<ul style="list-style-type: none">HEX #FFF	<ul style="list-style-type: none">aside area<ul style="list-style-type: none">HEX #3483C0aside area text<ul style="list-style-type: none">HEX #FFF		<ul style="list-style-type: none">Logo image color<ul style="list-style-type: none">HEX #FFC038		
<ul style="list-style-type: none">footer<ul style="list-style-type: none">HEX #345670footer text<ul style="list-style-type: none">HEX #FFF	<ul style="list-style-type: none">background color<ul style="list-style-type: none">HEX #82A5C0h2 text<ul style="list-style-type: none">HEX #000				
<ul style="list-style-type: none">navigation bar<ul style="list-style-type: none">HEX #3483C0nav bar text<ul style="list-style-type: none">HEX #FFFactive nav text<ul style="list-style-type: none">HEX #FFC038	<ul style="list-style-type: none">paragraph background<ul style="list-style-type: none">HEX #FFFparagraph text<ul style="list-style-type: none">HEX #000h3 text<ul style="list-style-type: none">HEX #000				

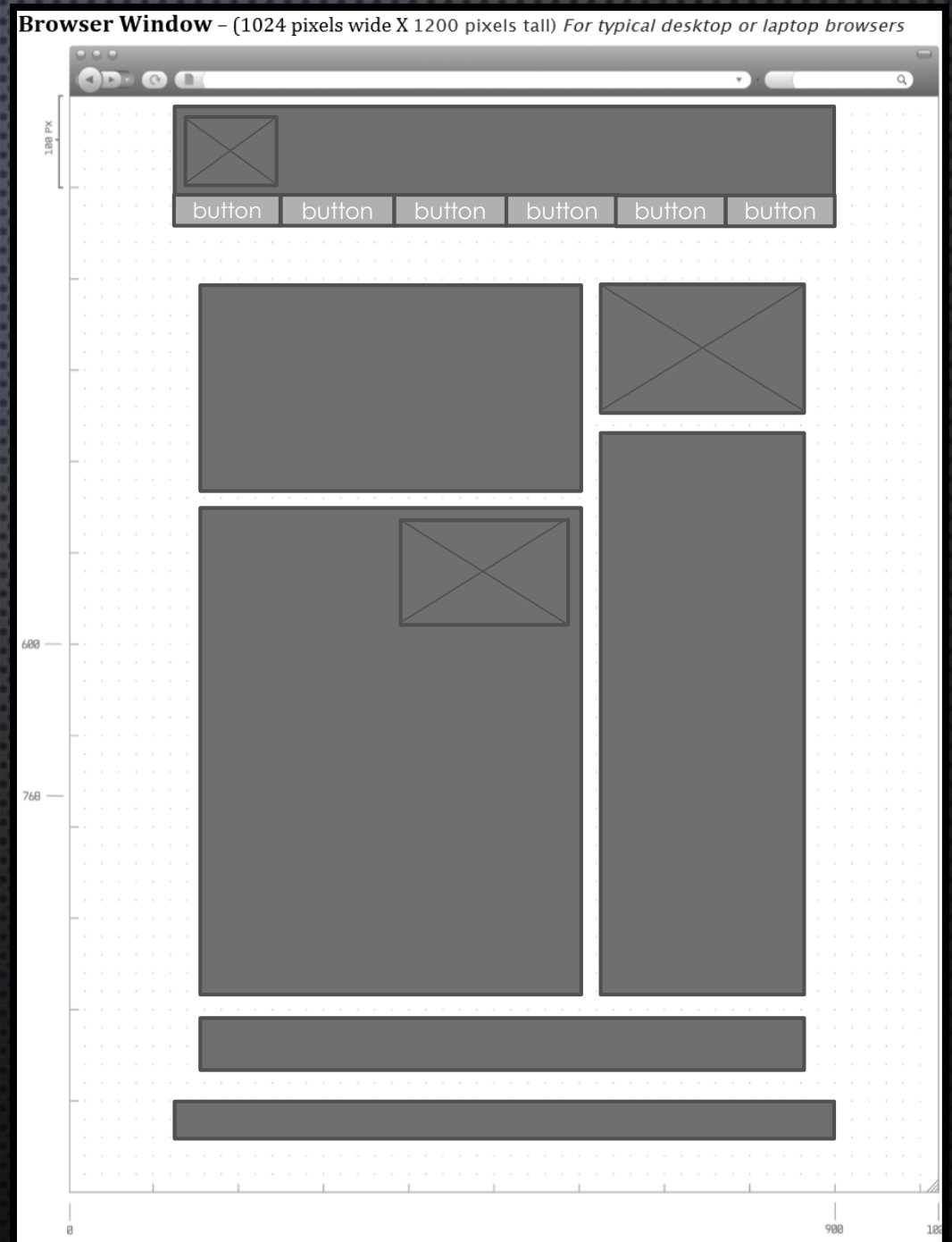
TYPOGRAPHY

- FONTS USED:

- ARIEL
- VERDANA
- GEORGIA

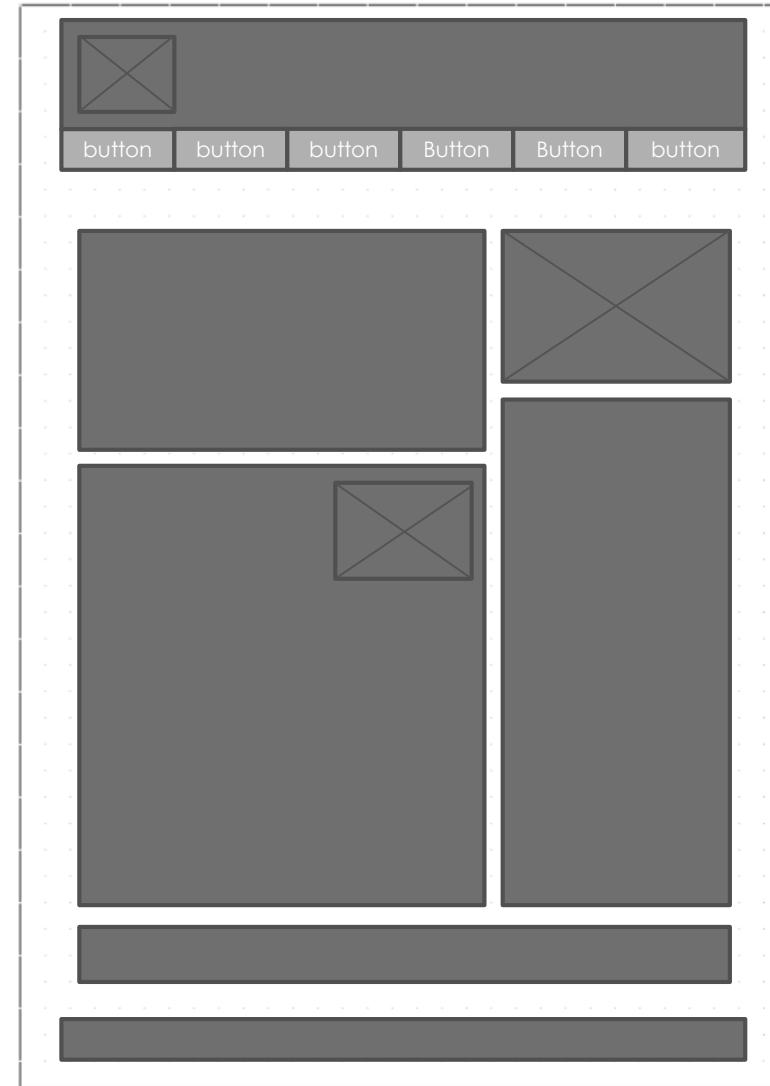
Area	Font	Size	HEX	Sample
Site header / h1	Arial	45px	#FFF	Sample
Site Motto	Georgia	22px	#FFF	Sample
Navigation	Verdana	20px	#FFF	Sample
Active navigation	Verdana	20px	#FFC038	Sample
Header 2 / h2	Verdana	28px	#000	Sample
Heading 3 / h3	Arial	24px	#000	Sample
Paragraph text	Georgia	17px	#000	Sample
Aside text	Verdana	16px	#FFF	Sample
Footer	Verdana	15px	#FFF	Sample

BROWSER WIREFRAME



TABLET WIREFRAME

IPad - (1536 pixels wide X 2048 pixels tall @ 264 ppi): Example - *Ipad 3*



MOBILE WIREFRAME

- The first image shows the top of the webpage
- The second image shows the bottom of the webpage after scrolling

