

# Site Plan

## Site Name:

Southeast Idaho Weather

southeastidahoweather.com via hotagator.com

## Site Purpose:

To display the current weather conditions and other town information or relevant articles/content. Essentially a one stop shop for events going on inside the towns. Preston, Soda Springs, and Fish Haven. The site will be used to inform users on current events and weather patterns.

The site will also serve as an introductory assignment to a CIT 230 class based on web development. Teaching good practices and common methods used in creating a working web page.

## Target Audience and Scenarios:

Who: Those residing within the towns, or those looking to gather more information about the events and weather of said towns.

Age: 12-100

Motivation: To improve knowledge of town events and weather patterns.

## Personas:



Kelsey Berreth

Occupation: Cattle Ranch Owner

Demographics and Education: 35 years old. Co-owns a ranch with her husband. Has a Masters in Business and Finance.

Primary Access Point: Desktop

Goals and motivations for using this site: To ascertain the weather condition and learn about local ranching events.

Social: Enjoys trips to Fish Haven, kids are enrolled at BYU – I.

Quote: “I didn't even know any cowboys growing up. When my friends heard that I was marrying a cattle rancher and moving to the country, they literally could not believe it. They started calling me the Pioneer Woman as a joke.”



Torran McCammon

Occupation: High School Student

Demographics and Education: 18 years old. High School Senior at Preston High School. Writes for the school tribune.

Primary Access Point: Cell Phone

Goals and motivations for using this site: To ascertain the weather condition and learn about local events to write about.

Social: Enjoys playing basketball. Contemplating college in WA. Wants to study web development

Quote: "Why fall in love when you can fall asleep."

### Scenarios:

What events are going on in Preston Idaho?

How cold is it in Fish Haven?

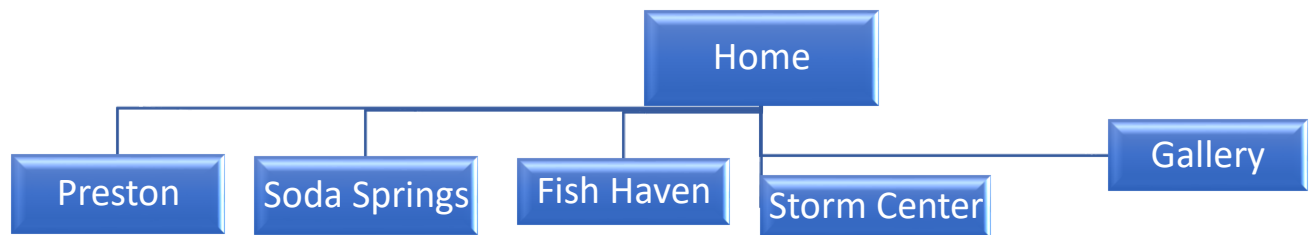
Are there any ranch events going on in Soda Springs?

What is Preston like?

Are there any local events going on in my town?

What is the weather going to be like tomorrow?

## Site Map:



## Color Scheme:

Primary Color: Dodger Blue #1E90FF (used for accents, highlights and logos)

Background: White #FFFFFF

Text Headings: Ghost White #F8F8FF

Text: SlateGrey #708090

Links: Slate Blue #6A5ACD

## Typography:

<link href="https://fonts.googleapis.com/css?family=Raleway|Roboto" rel="stylesheet">

Useful later

Site Header	Roboto	40px	#F8F8FF	sublime
Primary Navigation	Roboto	30px	#F8F8FF	sublime
Footer Navigation	Roboto	20px	#F8F8FF	sublime
Heading 1	Roboto	30px	#F8F8FF	sublime
Heading 2	Roboto	25px	#F8F8FF	sublime
Heading 3	Roboto	20px	#F8F8FF	sublime
Paragraph Text	Raleway	16px	#708090	sublime