

StormWatch307

Site Plan

Site Name

The site name is going to be called **StormWatch307**. It will be a weather site for the community. 307 being the area code for the community.

Site Purpose

The main purpose of this site is to inform users on the current and future weather patterns happening in the community. This objective will be fulfilled through visual aids showing current and future weather temperatures and information that will aid the user in understanding the visual aids.

A secondary purpose would be to help inform the user of any local road closure or emergency weather alerts going on throughout the country and/or world.

Target Audience

The target audience of StormWatch1 website is described below:

- Who: Local farmers, city employees and tourists.
- Age: 15 to 100
- Technology: Cars and city maintenance tech.
- Income: any income levels
- Motivation: Make it easier to plan for the weeks requirements and attractions by knowing the weather conditions now and in the future.

Personas

Leon Pope

- **Occupation:** Rancher
- **Demographics and Education:** Father and husband. 55 years old. Cattle rancher and alfalfa farmer. High School Graduate.
- **Goals and motivation for using the site:** Knows how to dress and to know when and where he can work his ranch during the week.
- **Social:** Hard working individual. Spends most time on Ranch but does do service for community and church.
- **Technology:** Uses mostly Ipad and Iphone for any technological needs.

- **Quote:** “Cowboy up”

Jill Dayton

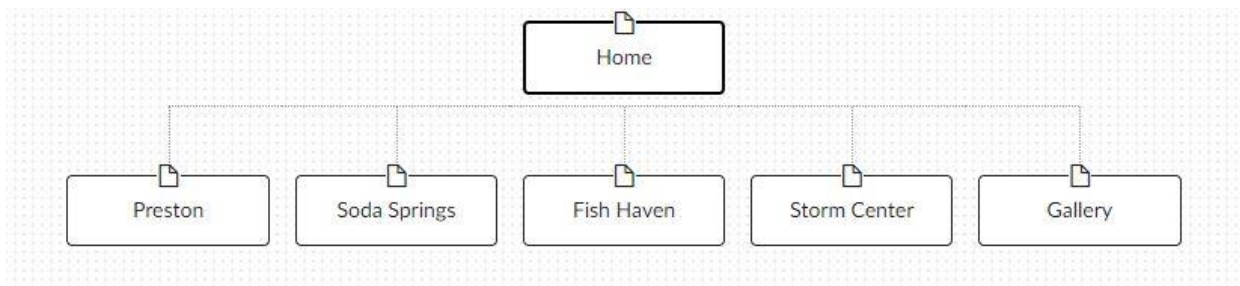
- **Occupation:** Teacher
- **Demographics and Education:** Mother and wife. 50 years old. Special Education teacher. Bachelors in Performing Arts and currently on track for associates in elementary education.
- **Goals and motivation for using the site:** Knows what to dress like and if she can travel to work or to get groceries.
- **Social:** Loves to go shopping and visit family out of town.
- **Technology:** She hardly ever uses her phone but uses her laptop for mostly everything.
- **Quote:** “I’m always so busy”.

Scenarios

1. What will the weather be like so I know what to wear tomorrow?
2. Will the weather be good enough to do my ranch work?
3. I wonder if the first frost will be coming soon?
4. Are the roads going to be clear enough to travel to Utah?
5. I wonder if the ski resort got any snow?
6. Is the weather going to be good enough to go fishing?
7. Are my kids dressed warm enough?

Site Map

Basic Example



Style Guide

Visual and aesthetic plan for the StormWatch307 site.

Color Scheme

Describes the background, text, links, accents, highlights, and logos of the site.

Primary color: Stormy Hues is a darker sleek look that give a sleek and sophisticated effect.

#494E6B #98878F #985E6D #192231

Examples are shown in the typography section below

Typography

Describes the fonts, font sizes, styles, and line height used in the site.

Site Header	Georgia	40px	#494E6B	Sample
Primary Navigation	Georgia	30px	#985E6D	Sample
Footer Navigation	Georgia	20px	#98878F	Sample
Heading 1 (h1)	Georgia	30px	#494E6B	Sample
Heading 2 (h2)	Georgia	25px	#494E6B	Sample
Heading 3 (h3)	Georgia	20px	#494E6B	Sample
Paragraph text (p)	Segoe UI	16px	#000000	Sample