

Hotcoldrainydrycity.com

Site Plan:

Site Name:

This site is going to be called hotcoldrainydrycity.com. This site will be the hub for all of the weather and events that go on in the City of Hotcoldrainydry.

Site Purpose:

The goal of Hotcoldrainydry.com is to provide the citizens and tourists ample information on their trips here about events and places to visit in Hotcoldrainydry. In addition to this, we hope to educate our citizens and tourists about the current and future weather of this extremely volatile city.

Target Audience:

Who: Citizens of Hotcoldrainydry, tourists, and weather conditions enthusiasts.

Age: 14 to 100

Income: Income levels typically vary between \$40,000 and above.

Motivation: To learn more about weather and the incredible city of Hotcoldrainydry.

Personas:

Molly B. Pearson



- **Occupation:** Secretary for BYU-I President Eyring
- **Demographics and Education:** 45 years old. Mother of 3. Has a Bachelors level education.
- **Goals and motivation for using the site:** Intends to set up vacation to city with children. Interested in using the information to decide when to visit Hotcoldrainydry.
- **Social:** Enjoys taking trips with her 3 children and loves to see new places. Has a fascination with crazy weather and has visited other places around the globe. Enjoys parades and other events.
- **Technology:** A big user of her smart phone, laptop, and iPad. Carries around a digital camera as a preference for pictures.
- **Quote:** “I absolutely love finding new places with fun activities for me and my family!”

Jimmy J. Johnson



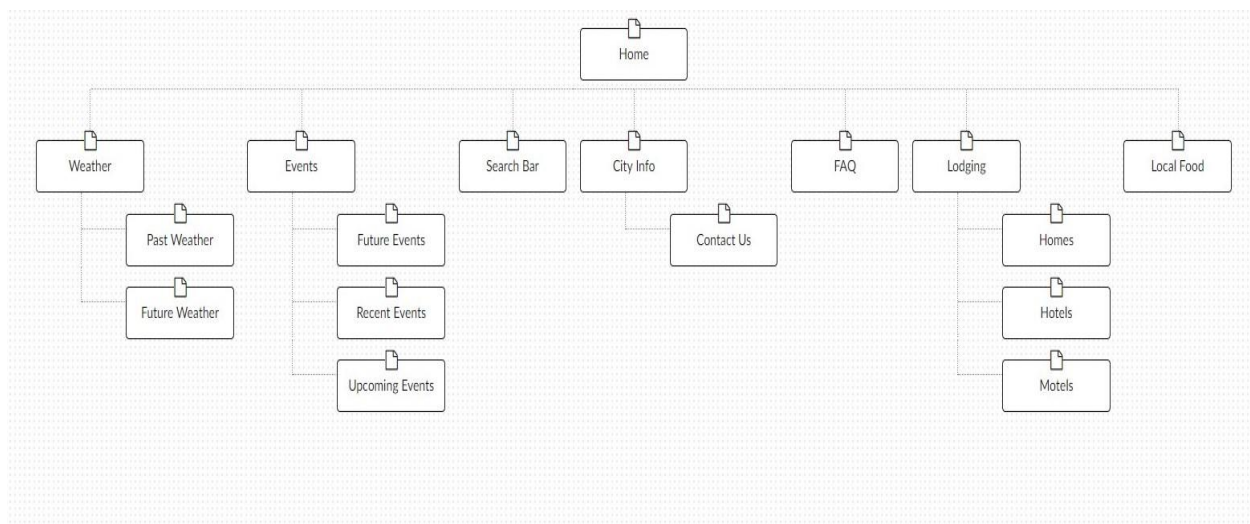
- **Occupation:** Retired Business Owner
- **Demographics and Education:** 72 years old. Used to own “Seafood Express” in the city of Hotcoldrainydry. Has a High School level education.
- **Goals and Motivation for using the site:** Wants to know the weather each week so he can plan his weekly fishing trip.
- **Social:** Likes to spend time fishing out on the large lake of Alwaysfullfish in Hotcoldrainydry. Enjoys cooking what he catches and sharing it with the community. Enjoys eating at local seafood restaurants.
- **Technology:** Limited to the use of his desktop computer only.
- **Quote:** “I enjoy fishing when it is rainy and cold most of all, but I never complain as long as it is not hot in Hotcoldrainydry!”

Scenarios:

1. What is the weather today so I can wear appropriate clothing?
2. What is the weather for the week so I can make plans accordingly?
3. When is the next big event happening in the city?
4. Are there any good places to eat around town?
5. Who do I contact if I want to know more about the city?
6. Where is a good place for lodging?

Site Map:

This section describes the basic structure of the hotcoldrainydrycity.com



Style Guide:

Aesthetic plan for the hotcoldrainydrycity.com website.

Color Scheme and Typography:

Site Header	Palatino Linotype	40px	#4169E1	Sample
Primary Navigation	Palatino Linotype	30px	#1E90FF	Sample
Footer Navigation	Palatino Linotype	20px	#00BFFF	Sample
Heading 1 (h1)	Palatino Linotype	28 px	#4169E1	Sample
Heading 2 (h2)	Palatino Linotype	24px	#4169E1	Sample
Heading 3 (h3)	Palatino Linotype	20px	#4169E1	Sample
Paragraph text (p)	Arial	16px	#000000	Sample