Renae Hadfield

Lesson 4

Cit230/Campbell

Site Name

The name of the site is SEIdahoWeather. The viable domain name is SEIdahoWeather.com. The site is a weather forecast site for a few cities in South East Idaho. We'll make sure you're ready for whatever the weather will bring your way.

Site Purpose

The purpose of this site would be to quickly tell what todays weather is and what the day is by the date and time on the site. This is a site where a user can go and quickly discern what the weather will be like in Preston, Soda Springs, and Fish Haven.

Another purpose for the site is for weather related stories to the area. There will be a map the area to give it a visual look of the area.

A third purpose for the site is to be able to see the weather forecast from different devices. It will function well and is visually appealing no matter what device a user is looking at the site from.

Target Audience

The target audience is both male and female who are teen to 100 plus years of age. It is anyone who is interested in what the weather is like that day in that area at any given time. They are on the site to find out how to dress for any outside exposure they may experience that day.

Personas

1. Mike B. who is 42 years old with a Bachelors in Computer Science who works for Amazon.
   He is using the site because he is planning a day of fishing and needs to be prepared for the weather. He is an avid fisherman and will go regardless of the weather but likes to be prepared. He knows his technology and he knows it across several devices.
2. Christie who is 29 and is a stay at home mom.
   She is from the area and needs to know if today is a good day to take her kids to the park. She has 3 little kids and doesn't want to get caught with any unexpected weather. She enjoys getting her kids outside and is very much a mother who wants

her kids to have fun and make memories. She has a little understanding of technology but wants things simple so she can quickly find what she needs.

3. Jack is 19 and a college student who is not from the area.
   He has done a lot of hiking and is familiar with the outdoor activity however, he is using the site to plan a trip with some school buddies to do some hiking in the area. Where he is not from the area, he wants a clear plan on what the weather will be like.

4. Magen is a 15 year High School Student
   She does have a part time job at a local fast food restaurant and does have a decent understanding of technology. She is on the site to plan what the weather is like for an outdoor party she is holding. She is hoping to be able to use the pool but will make other plans if the weather is going to be a to chili for that. She is an outgoing girl with a lot of friends and likes to make sure everyone is comfortable and having a good time.

5. Joe is a 75 year old grandfather. He is retired from his job he worked for as a mechanic for 50 years. He has very little technology skills but enough to get by. He only access the internet on a computer.
   He is on the site deciding what the weather will be like for a family reunion. He is hoping to be able to do it out doors but has access to a large enough venue if necessary. He is a fun-loving grandfather with 29 grandkids, 6 kids and a few greats.

Scenarios

- **Does the site give me accurate and up to date weather**?

  Users will know it is giving an accurate and up to date forecast because is will have the date and time on the site.

- **Is this a site that is easy to navigate and understand**?

  The site will be kept simple with five navigation options, that are clear on what each link will do for the user.

- **Can I use this site across all my devices**?

  This site will be created in a uniform manor that will be accessible across all devices. The usage will be similar from one device to another.
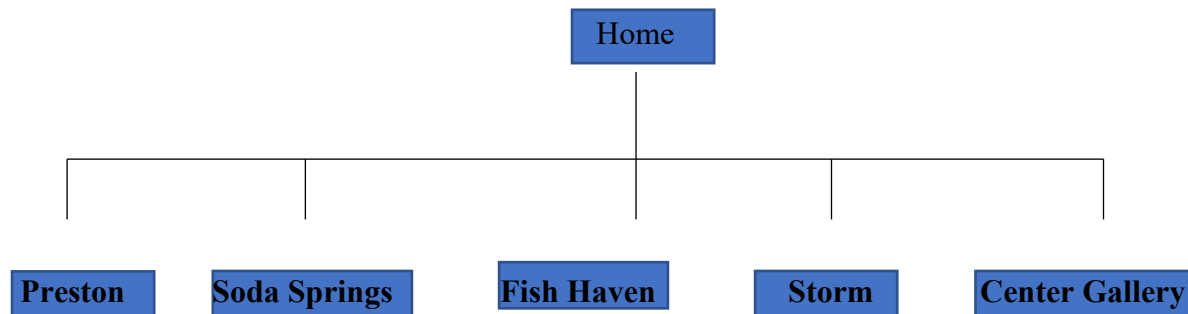
- **What damage did that big storm do last night**?

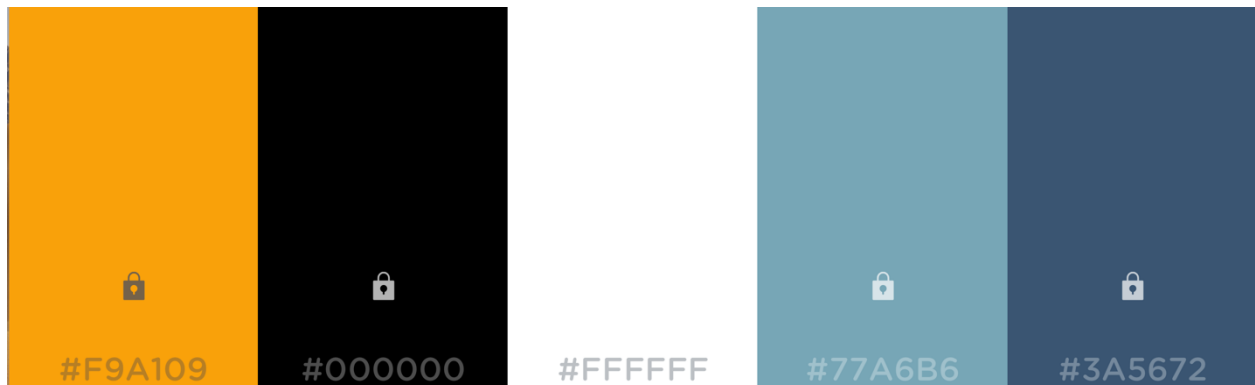 This site will have up to date news stories on storm related things.

- **What's the weather going to be this weekend at the trail I'm planning to hike**?

With using this site the user will be prepared for any weather that may come their way for outdoor plans.

Site Map

Color Scheme

The #3A5672(dark blue) will be used as a background color to the header. #77A6b6(light blue) will be the color behind the navigation. #ffffff(white) will be the color or the body, navigation typography and main header typography. #000000(black) will be the color of type for everything else. #F9A109(orange) will be the color I use for accent coloring like the page that the user is on.

Typography

Object	Size	Font
Site Header H1	40px	Georgia
Primary Navigation	25px	Akko Rounded
Body	16px	Veranda

H2	30px	Georgia
H3	25px	Georgia
Footer Navigation	14px	Akko Rounded Std