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CIT 230 Lesson 4

Site Name: The name of the site is Idaho Weather Check . Domain is **idahoweathercheck**.org. And motto is : Be ready for any weather.

Site Purpose: The purpose of this site is to tell what todays weather is and what kind of weather will be in a few days in Preston, Soda Springs, and Fish Haven. This site would be available from different devices

Target Audience: The target audience is both male and female from different age groups who lives in this area or who are traveling to this area.

Personas 1.

Aaron B. who is 34 years old with a Bachelors in Web Design who works for Facebook. He is using the site because he is planning a trip with his family and needs to be prepared for the weather because they want to spend time outdoors with their relatives to visit different sights. He can access it through different devices.

Personas 2.

Camila H. who is 22 years old student living in Preston. She is using this site because she plan her birthday party outside home an want to make sure that everything will be ok. She can access it from different devices but prefer to use her mobile phone.

Personas 3.

Greg and Shirley M. who are both 70 years old and retired from job. They lives in this area and using this site to plan activity for their family reunion and provide information for their family members. They are not familiar with accessing to internet through mobile phone but can do it through their personal computer.

Scenarios:

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

Site should have the date and time on it and it will help visitors to see that information is accurate.

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

Site will have only five navigation options with the clear name on it.

 • Can I use this site across all my devices?
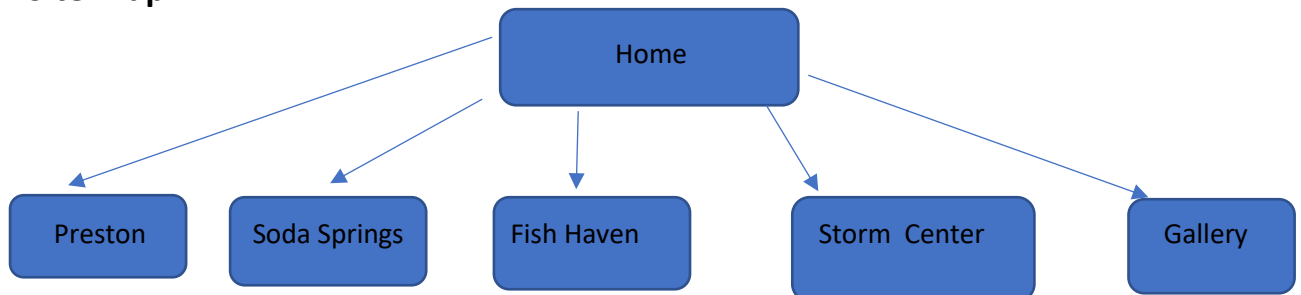
Site will be accessible across all devices.

• What damage did that big storm do last night?
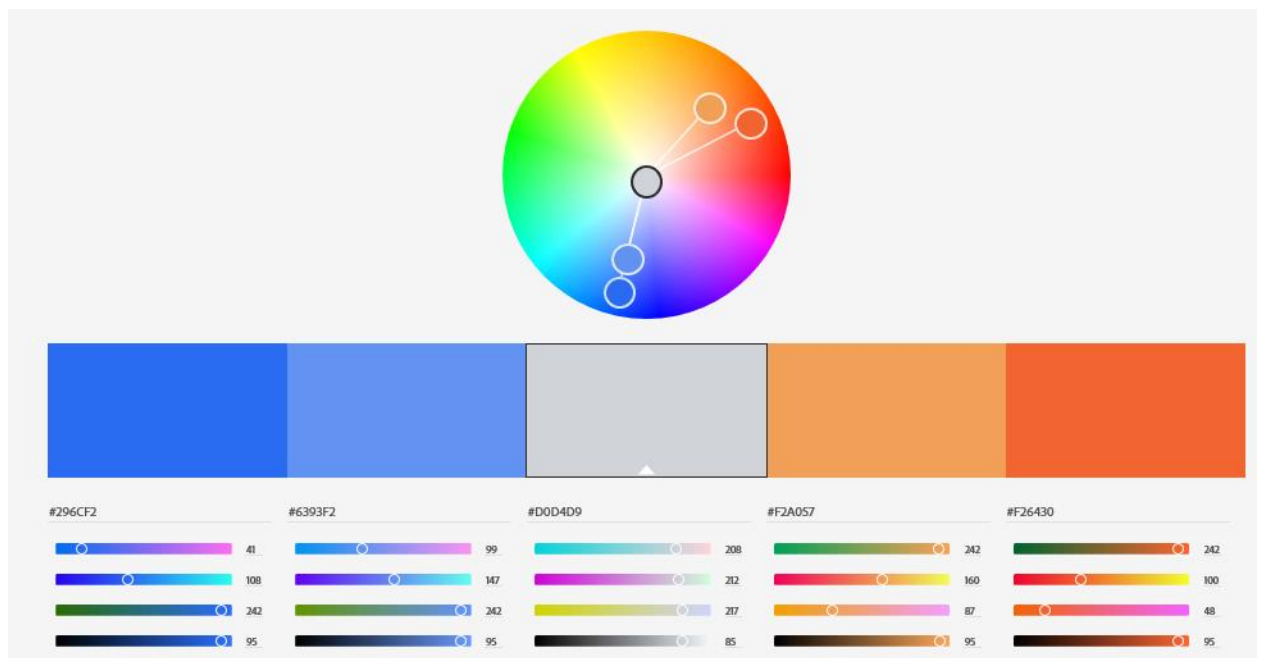
Site will have fresh news on storm related things.

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

Visitor will be prepared for any weather that may come and can plan activity according it.

Site Map:

Color Scheme:

The #296CF2 (darkest from blue colors) will be a background color to the header. #6393f2 (lighter blue) will be the color behind the navigation. #DOD4D9 (the lightest blue color) will be the body color. One of the orange colors I will be used for any needed accent.

Typography:

Navigation typography (Arial) and main header typography(𝒫𝒶𝒸𝒾𝒻𝒾𝒸𝑜) will be white color:#ffffff.

h2,h3 - also Pasifico but black color #000000

All other text (Arial) will be black #000000