

# Site Plan – Bloom Forecast. [bloomforecast.com](http://bloomforecast.com)

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CIT 230

## Overview

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### Site Purpose

The sole purpose of bloomforecast.com will be to share with users the weather data in their area or areas of their choice. We hope that they will use this site as a weather data reference that they can depend in order to make plans.

### Target Audience

Bloom Forecast is intended to attract the general population.

**Ages:** 8 and up.

**Wants:** Whitewater rafting can be a very pleasant experience for those that enjoy outdoors sports, exploring the nature.

**Site access:** Cellphone, tablets and desktop.

## Personas

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### Vernon H Decker



- **Personal:**
  - Fisherman
  - 48 years of age
  - High School Diploma
- **Professional**
  - Boatswains mate United States Navy
  - Truck Driver
- **Technology:**
  - Uses GPS device and maps very often when on duty.
  - Uses his phone a lot for checking weather.

Beulah W Johnson



- **Personal:**
  - Farmer
  - 45 years of age
  - Bachelor of Science, Agricultural Business University of California – New Cityland, CA 2012
  - Bachelor of Science, Farm Management University of California – New Cityland, CA
- **Professional**
  - Manage expenses related to daily operations.
  - Confirm that sheds and equipment are properly maintained
  - Ensure that livestock receive a proper amount of food and water
  - Oversaw planting, fertilizing and harvesting duties
  - Supervised crews picking fruit and plowing fields
- **Technology**
  - She uses a desktop office to manage the farm.
  - She uses Microsoft office.

Color Palette

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Primary Color	Secondary	Accent	Accent	Accent
#00334e	# 145374	# 5588a3	# e8e8e8	#D8B4A0

Typography

Default paragraph text

Lato weight: normal | Color: #00334e | Style: normal

Headings:

Lato: weight: bold | Color: #5588a3

# Layout

## Site Map

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