myUIweather.com

Site Plan

Site Description

The pospuse of this document is to desicribe the myUIweather.com website, its purpose and intended audience, utilization scenarios, and other aspects such as its organization and structure, elements of style, etc. It is to be used to display all of the skilles that i need to complete this assignment.

Site Name

This site is going to be called myUIweather.com. This name is for the fact that the weather is for You and I. UI is also trem used for User Interface, so it is a User Interface weather site for you and I.

Purpose Statement

The main purpose of the myUIweather.com wesite will be to display to the end users the weather and conditions of 3 towns.

1. Preston
2. Soda Springs
3. Fish Haven

Secondly this website is going to display with the images of the current condition of the towns. So if it is raining the end user will be able to see that is is currently rainning in that location.

Thirdly this site is also display town articles and information on the towns pages. This will differ depending on what town page you are on.

Target Audience

The target audience of the myUIweather.com web site is described below:

WHO: Members of these towns, the treavlers that are visiting the towns, and the people treavling through the towns.

AGE: 10 to 110

How: The way that people are going to be coming into the site are going to be fron mobile and from the desktop. We will need this site to be scalabile to the size of screen that it will be using

Income: Income levels are going to be to from 0 and above.

Motivation: Improve the access to the weather at all times for everyone in these towns. Peaple need to be able to tust this site also with town information and articles.

Personas

Tammy Glad

"I need to know that the weather is so i can dress me and my kids everyday"

Occupation: Mother and Hygenist
Demographics and Education: 42 years old. A mother to Jamie (8 years old) and Jack (6 years old). Well they are at school she works as a Hygenist.
Social: She is a big part in the community. Volenters at the school services.
Technology: She love her IPhone like most moms. She almost never uses a computer other than her phone.
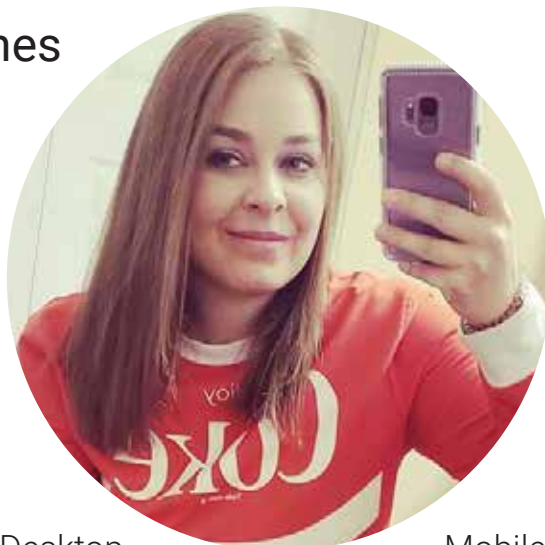
Desktop _____ Mobile

Jessica James

"I walk to college form my appartment so it is important to me to know what the weather is going to be like"

Occupation: College Student
Demographics and Education: 20 years old. I am going to school for marketing and I work at Swig's everyday to pay the bills.
Social: She is alway out doing to college events and parties. She loves the outdoor sports in each season.
Technology: She loves her Iphone too but also works a lot of the computer for her school work.

Desktop _____ Mobile

Scenarios

How do I know where to find the weather for today?
>   The weather for all three location will be on the home page as well as the induvial pages.

Where is all of the article for my Town?
>   All town information and articles is going to be on that towns page.

How do I know what is look like in my town?
>   Each location will dispaly a picture of the codution outside.

What's the weather going to be this weekend at the park that i am going to?
>   You will know the upcoming on each of the town pages.

Site Map

Home

Soda Springs   **Preston**   **Fish Haven**   **Storm Center**   **Gallery**

Color Scheme

Primary Colors

#3A8BC2   **#5B9ACF**   **#A5C4E3**   **#D4E5F5**

Secondary Colors

#FFEE6E   **#FFEE70**   **#FFFFFF**

Typography

Describes the fonts, font sizes, styles, and line height used in the SOAtheory.com web site. Table shows user the color, size, and font used in each of the areas of the page template.

Default Paragraph Text: Roboto Weight: Normal Style: Normal 15 px #414042
Heading Level 1 (h2): Roboto 20 px#FFFFFF
Heading Level 2 (h3): Roboto Weight: Bold Style: Normal 18 px#3A8BC2
Navigation Anchor Selected Roboto Weight: Normal Style: Normal 15 px#FFFFFF
Navigation Anchor Unselected Roboto Weight: Normal Style: Normal