

Ranchers Forecast

Local Weather for Local Producers

Domain

ranchersforecast.com (available as of 2019-02-02).

Purpose

The purpose of this website is to provide local ranchers and farmers in the Idaho area with basic weather information. The website will display things like temperature, and humidity. This will help the farmers to plan their work according to the current weather conditions. I also hope to be able to provide historic data, as well as weeklong forecasts. Farmers could help each other out by posting articles on the website. They could also share local temperature data, to increase the accuracy of the temperature shown on the website.

Description of the target audience

The target audience is farmers and ranchers living in Idaho. However, people living in the local area are also of interest. These are examples of a few possible site users.

Jon Deer (57 - male) – High school graduate

Jon has helped on the family farm since he was young. After graduating high school, he decided he wanted to continue with farming, and has done so ever since. He will visit the website to know when the best time is to plant his crops. As of now, Jon gets the weather forecast by watching TV at night. However, he does own a personal computer, and will browse to the website every night to get a more detailed overview of the upcoming weather and temperature in his local area.

George Stallion (35 - male) – University graduate

George owns a cattle ranch with a few hundred cows. He grew up on a ranch and has been riding horses since he was very young. He studied business at university, in preparation of buying his own ranch in the future. George has a smartphone where he uses a weather app to get the latest forecast. However, the app lacks the historical data that he would like to see. George will use the historical data on the ranchers forecast website, to plan when he should let the cattle out, in, and when to move them to other parts of the ranch.

Stella Farmson (25 - female) – High school graduate

Stella married her high school sweetheart at the age of 20. She was not really into farming in the past, but has now adjusted to life on a farm. Stella likes to blog and share her experience of living and working on a farm with her friends, and family. She also feels a great sense of community, and likes to plan activities for the local families in the area. Stella currently uses a WordPress page to write her blog. She will visit the website to post shorter articles for the community to read, as well as to check the weather.

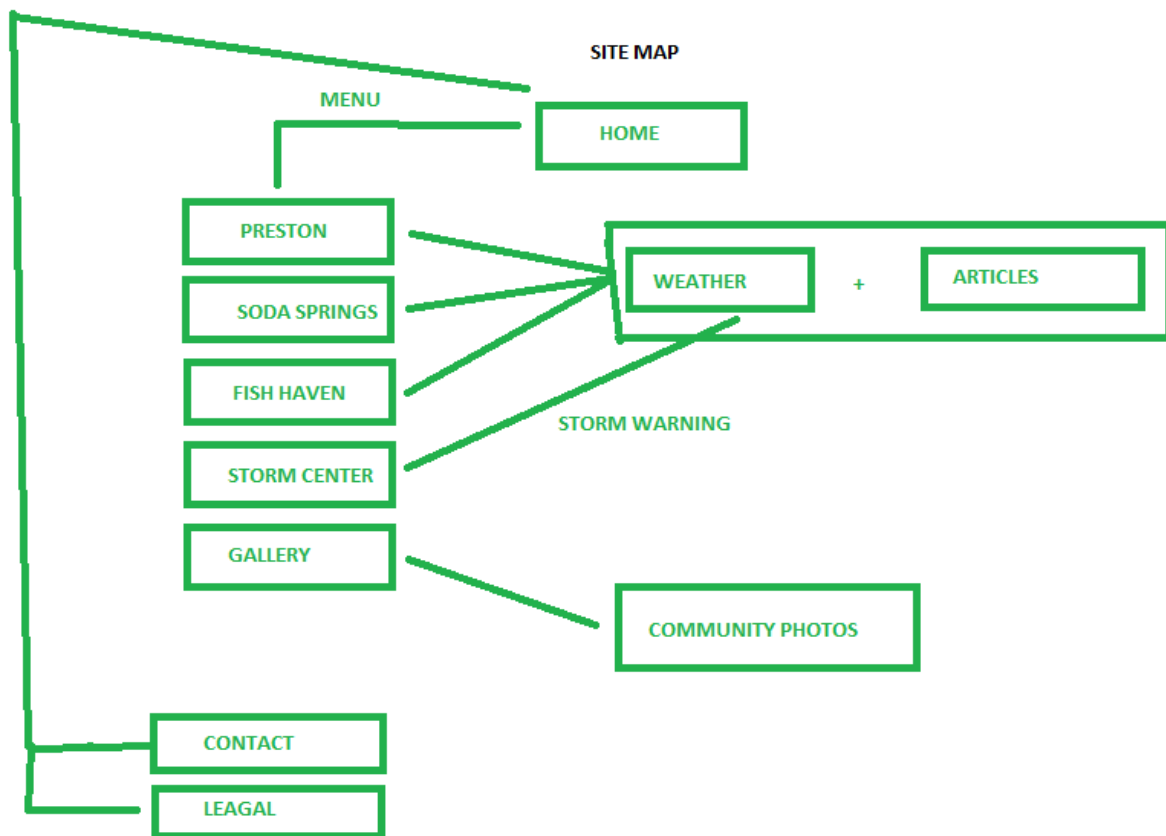
Hubert Records (75 - male) – Secondary school graduate

Hubert is a retired farmer. He has kept daily record of the local weather and temperature since he was young. These past few years, he has forgotten to record the temperature on a few occasions. Hubert does not have a computer or a cellphone with internet access. However, he regularly asks his granddaughter to look things up on the internet. Hubert's granddaughter will help him find past temperature data so that he can record it in his journal.

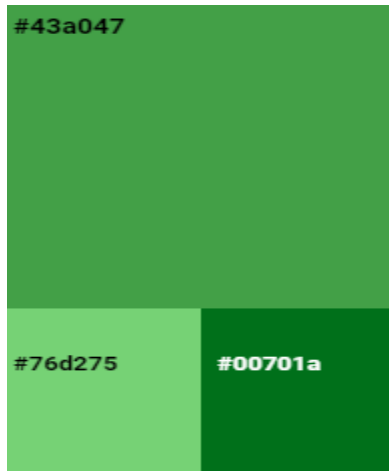
Sarah Campington (32 - female) – High school graduate

Sarah does not live on a farm, but lives in a rural area. She does not really have any interest in farming or ranching. However, she likes to hunt in the local area. Sarah usually hunts alone in the woods, because she enjoys the peace and quite of the forest. She will use the website to see if it is a good day for hunting. She does not want to get stuck in a snow storm or blizzard when she is out hunting. Sarah will bring her phone with her to check the live updates on the website for any sudden changes.

Site Map



Color Scheme



I plan on using a green color scheme for the web page. I think it fits the ranching / farming theme pretty well. The webpage will go from dark green to light green (top-bottom). However, the main page will be white. The footer will also be dark green for constancy. The web page will feature both black and white fonts to go with the green backgrounds. The navigation bar will also use a combination of these three tints of green. The navigation bar will become light green when hovering over an option, and dark green when an option has been selected.

Typography

Header

- Background (#00701a, dark green)
- Font (Cabin, sans-serif)
- Title (#000000, black, 20px – H1)
- Motto (#ffffff, white, 12px – H2)
- Logo (50 x 50)

Navigation

- Background (#43a047, green)
- Background on hover (#76d275, light green)
- Background on active (#00701a, dark green)
- Font (Cabin, sans-serif)
- No bullet points
- No underline

Article

- Background (#ffffff, white)
- Font (Cabin, sans-serif)
- Text (justify)

Footer

- Background (#00701a, dark green)
- Font (Cabin, sans-serif)
- Font (#ffffff, white)