Weathario

Site Plan

Site Description

This document describes the weathario.com website; it's purpose, audience, uses, structure, style elements, etc. This document is used as a planning and development tool for the personal site project that is part of the CIT 230 course.

Site Name

The site will be called weathario.com. "Now You're a Weather Wizard!"

Purpose Statement

The main purpose of weathario.com is to meet CIT 230 course outcomes and objectives through module content. It provides an opportunity to apply concepts and skills learned in class for designing, developing, and maintaining a site. Plus, I can give it a funny name.

Target Audience

The target audience of weathario.com:

- **Who:** The residents of an area -which name I can't find- and the surrounding areas.
- **Age:** 15 and up.
- **Motivation:** Want to stay dry and dress correctly for the day.

Personas

Alison Mayweather

- **Occupation:** School Librarian.
- **Demographics and Education:** 34 years old. Single mother of 2. Associate in Art History.
- **Goals and motivation for using the site:** She wants to know if her kids should wear a jacket to school, and if it might rain.
- **Technology:** Smart phone and a home desktop PC.

- **Quote:** "Timothy Mayweather! Get your shoes on now! You'll make your sister late again!"

Alfonso Leonardo Giovanni Grippo.

- **Occupation:** Police Officer.
- **Demographics and Education:** 25 years old. Graduated top of his class at the Rome Police Academy. He moved to the USA to be closer to family. In the force for 1 year.
- **Goals and motivation for using the site:** He wants to know when sunset will be so he can position his patrol car to avoid any glare.
- **Technology:** Work laptop and home PC.
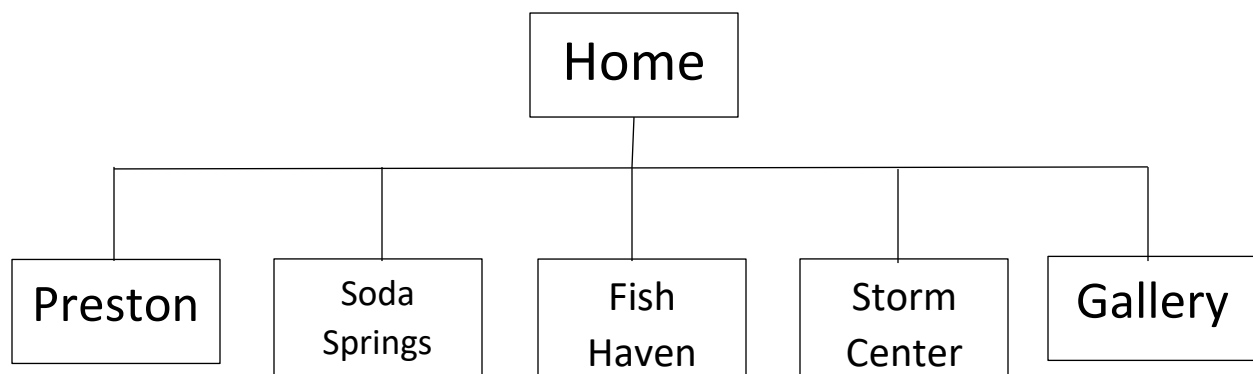- **Quote:** "Another day, another speeding ticket."

Scenarios

1. Is it going to rain today?
2. Should I wear a jacket?
3. Shorts or jeans?
4. Maybe I'll go fishing this weekend. What's the weather like at the lake?
5. Should I set up a picnic for our anniversary tomorrow?
6. Dave always knows when it'll rain! He's like… a weather wizard!

Content Architecture

Site Map

The basic structure of weathario.com.

Typography

The fonts, font sizes, styles, etc. that will be used in weathario.com.

Object/Item	Font	Size	Color
Paragraph text	Helvetica	15px	#000000
Heading 2 (h2)	Arial	20px	#FFFFFF
Heading 3 (h3)	Arial (bold)	18px	#C0C0C0
Navigation Anchor (selected)	Arial	15px	#B0C4DE
Navigation Anchor (unselected)	Arial	15px	#1E90FF

Color Scheme

Primary colors will be blues and greys.

#4169E1   #A9A9A9   #6495ED   #778899