

Website Planning Document

Idaho Weather Source

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CIT 230

Site Plan

This report outlines my plan for the Weather Site Project for CIT 230.

Site Name

The name I have chosen for my site is “Idaho Weather Source.” For a domain name I could use idahoweathersource.com which is available for \$12/year if registered through Google Domains.

Site Purpose

The purpose of my site is to provide weather information for South-Eastern Idaho including Preston, Soda Springs, and Fish Haven. There will also be a Storm Center and Gallery. The information on my site will communicate current and forecasted weather conditions.

By using images and text about the specific towns, my site will help visitors understand the area and what to expect while visiting in various weather conditions. This part of the state experiences a full four-season climate and visitors will be able to find what to pack or prepare for each season.

The Storm Center will contain a form to report storm experiences by site visitors, and the Gallery will have images of weather conditions in the area.

Target Audience and Scenarios

Visitors to my site will include adults traveling through the focus area and those who live and work there. They will be looking for weather and safety information as they consider road conditions for travel, or what to expect in terms of weather-appropriate attire and plans with current and forecasted conditions.

Persona one: Mary is a 40-year old female, mother of 3. She is unemployed with some college education, married to a wage-earner, has family who lives in target area and visits several times throughout the year.

Persona two: Bob is a 45-year old male, rancher. He works with cattle, some college education and a limited income. Spends time driving to nearby areas for supplies, groceries, etc.

Scenario one: Mary is researching the current weather conditions in South-Eastern Idaho in preparation for a family vacation road trip to the area from out-of-state. She looks at the town page of her destination to see current weather.

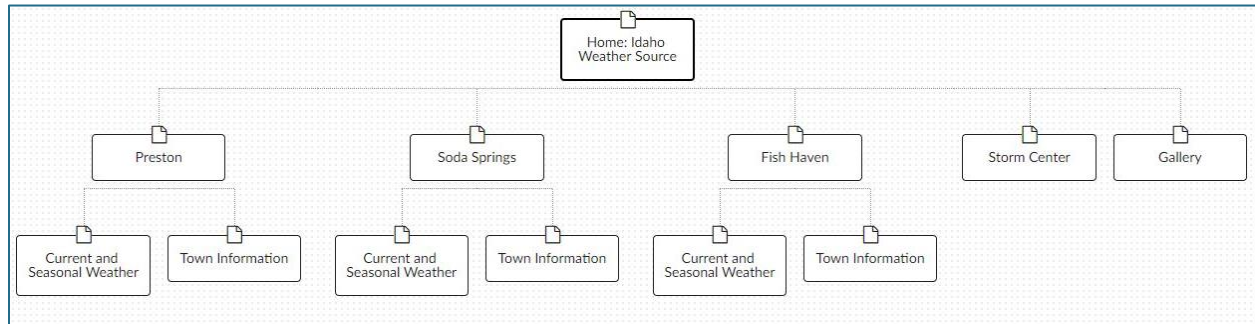
Scenario two: Mary is visiting in December and isn't sure what to expect for snowfall to pack appropriately for her children. She checks the Gallery to find images of typical conditions for that time of year.

Scenario three: Bob is looking for current weather conditions while out of town for the day, to ensure his cattle are properly equipped for the cold or heat.

Scenario four: Bob is checking the town page where he lives to ensure he is dressed appropriately for the conditions before going out to work.

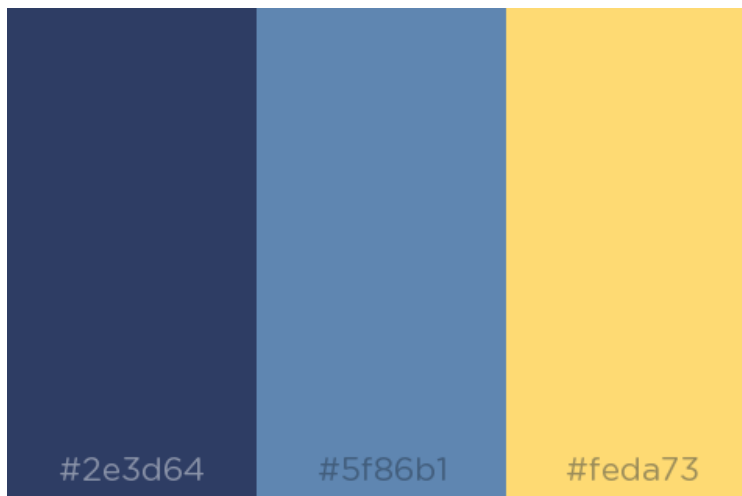
Scenario five: Bob is experiencing storm conditions of hail that are affecting his ranching operations. He goes to the Storm Center page to report the storm event.

Site Map



Color Scheme

The colors for my site will be shades of blue and a pop of yellow. The cool tones are a good base for the topic of weather, and the yellow brings in a touch of sunshine and warmth.



Typography

Site header	Raleway	40px	#feda73	Sample
Primary Nav	Raleway	30px	#2e3d64	Sample
Footer Nav	Raleway	20px	#feda73	Sample
Heading 1 (h1)	Raleway	30px	#5f86b1	Sample
Heading 2 (h2)	Raleway	25px	#5f86b1	Sample
Heading 3 (h3)	Raleway	20px	#5f86b1	Sample
Paragraph (p)	Lora	16px	#000000	Sample

Google Fonts:

font-family: 'Raleway', sans-serif;

font-family: 'Lora', serif;