Website Planning Document

Idaho Weather Source

Alyssa Moeller

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.
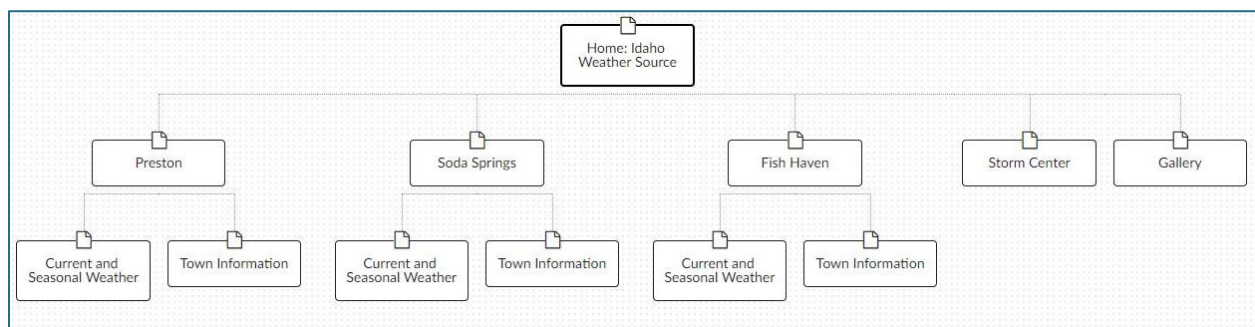
Target Audience and Scenarios

Visitors to my site will include those 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: a 40-year old female, mother of 3. She is unemployed with some college education, researching the weather conditions is South-Eastern Idaho in preparation for a family vacation to the area from out-of-state.
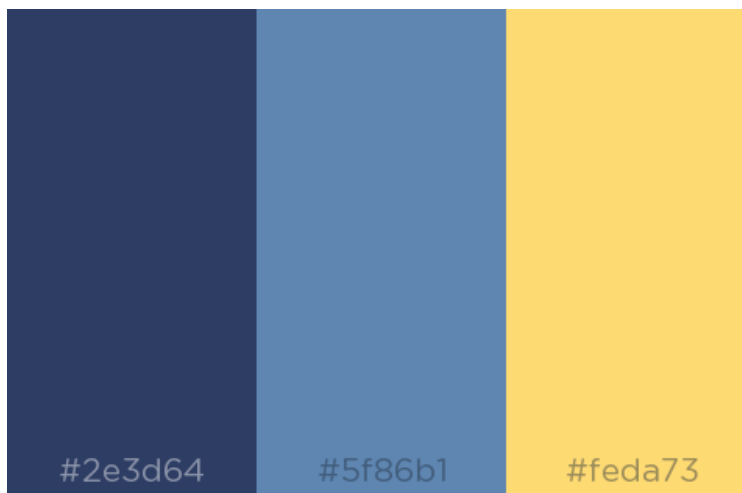
Persona two: a 45-year old male, rancher. He works will cattle, some college education and a limited income. He is looking for current weather conditions to ensure his cattle are properly cared for and that he is dressed appropriately for the conditions before going out to work.

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;