

WEBSITE PLANNING DOCUMENT

Weather-Now

Author: Araceli Camarillo Estudillo

Site Purpose:

Display and provide the most precise and accurate forecast of the weather and the current weather in a user friendly way, along with informative details and image gallery of the towns to the user for the locations of Preston, Soda Springs, and Fish Haven. The objective of providing this information, in the case of the tourist/public and private sector, will be to save public in general from hazardous weather, as well as allow them to have a better planification of activities, business, services, and costs for services.

Site Name:

Weather-Now.com

Purpose Statement:

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Target Audience:

Who: Users of all ages and both genders that seek to know the weather forecast in the public audience and tourism of Preston, Soda Springs, Fish Haven. Along with the private sector of these areas such as airlines, agriculturists, electric companies, and transportation companies. Also, this will be available for animal lovers that need to know when to take their dogs on walks! Or cats?

Age: 10-100

Technology: Tablets, Desktop Computers, Laptops, Mobile Phones.

Personas:



Claude Krazinsky

Demographics and Education: 62 years old. Harvard MBA

Occupation: Businessman at Claude and Krazinsky's Umbrellas

Goals and Motivation for the Site: He needs to check the weather to have an estimate of how many umbrellas he's going to be making and selling.

Technology: My son and a Desktop Computer.

Social: Being from Soda Springs, I love walking with my family, especially in the rain, we designed a family umbrella where all of us fit!

Quote: "My umbrellas are handmade with love."



Jenna R. Khole

Demographics and Education: 32 years old. BYU Web Developer.

Occupation: Stay at Home Mom of 5 children and Founder of "Mom Web BuildersRUS."

Goals and Motivation for the Site: Jenna needs to track the weather in order to know if she'll need to send each kid to school with an umbrella and rain coat or not and to avoid those fussy colds on 5 little children.

Technology: iPad, Mobile Device, Desktop and Laptop.

Social: Here at Preston I love being with my children at the park, especially on Sunny Days!

Quote: "Namaste."



Ramona Gonzalez-Everest

Demographics and Education: 27 year old Fisher.

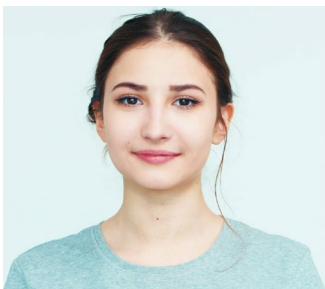
Occupation: Businessman at Claude and Krazsinsky's Umbrellas

Goals and Motivation for the Site: She needs to know the weather so she knows when she can fly back home to Soda Springs and also back to her work area in Alaska.

Technology: Desktop computer and Mobile Phone.

Social: I love visiting my family in Soda Springs whenever I come back from work. We usually go out for our favorite Ice Cream mint with chocolate chips, got to make sure to have it on the coldest day of the year!

Quote: "Just keep swimming."



Lola Schwartz

Demographics and Education: 16 years old. Student at Fish Haven High.

Occupation: Junior at Fish Haven High.

Goals and Motivation for the Site: Lola tracks the weather to determine the mood she'll be in during school. Rainy days make it for gloomy, sunny days make laughter, snowy days make funny, windy days make smiling days for Instagram.

Technology: Mobile phone mostly.

Social: I love taking IG selfies and Snapchat with my friends especially on windy days, they just make our posts so much more perfect.

Quote: "Like...No Seriously, like my posts!!"



James Lovelace Willis

Demographics and Education: 72 years old. Agriculture from the University of Italy.

Occupation: Farmer at Willis' Farms that make everything.

Goals and Motivation for the Site: He needs to check the weather in order to know how the day is going to be to pick the harvest, to plant, and to know if his plants will require any special care.

Technology: Desktop and Mobile Phone.

Social: Fish Haven is the perfect place for lemonades! I love making lemonade with my wife! We need to pick the freshest lemons but they're only available with sunny days.

Quote: "When life gives you lemons, kiss your wife!"



Bob the Golden Retriever

Demographics and Education: 5 years old. K9 for You.

Occupation: Works at "Being a Good Boy Inc."

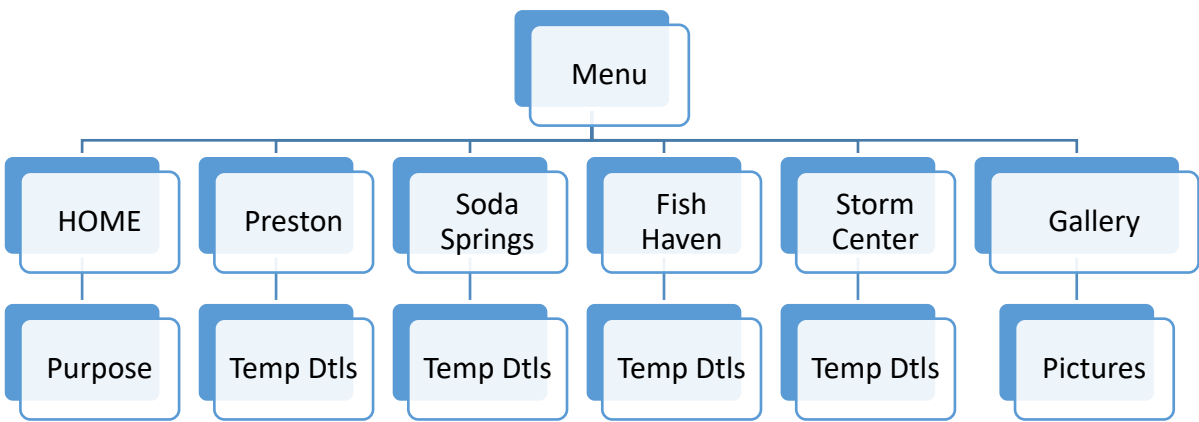
Goals and Motivation for the Site: Bob needs to check the weather so he knows if he needs to take his raincoat on his walk along with his leash.

Technology: Jeff, my owner.

Social: Preston has some random weather, I just want to take my walks.

Quote: "Woof."

Site Map:



Color Scheme:

Primary color:	<div><div>#042587</div><div>#042587</div></div>	<div><div>#1343D3</div><div>#1343D3</div></div>	<div><div>#E8EBF5</div><div>#E8EBF5</div></div>	<div><div>#030305</div><div>#030305</div></div>	<div><div>#D4D5D8</div><div>#D4D5D8</div></div>
Secondary color (1):	<div><div>#290489</div><div>#290489</div></div>	<div><div>#4812D5</div><div>#4812D5</div></div>	<div><div>#ECE9F5</div><div>#ECE9F5</div></div>	<div><div>#040305</div><div>#040305</div></div>	<div><div>#D6D5D9</div><div>#D6D5D9</div></div>
Secondary color (2):	<div><div>#024A80</div><div>#024A80</div></div>	<div><div>#0B7ACF</div><div>#0B7ACF</div></div>	<div><div>#E7EEF4</div><div>#E7EEF4</div></div>	<div><div>#030405</div><div>#030405</div></div>	<div><div>#D0D2D4</div><div>#D0D2D4</div></div>
Complement color:	<div><div>#0B068B</div><div>#0B068B</div></div>	<div><div>#2019D6</div><div>#2019D6</div></div>	<div><div>#EAEAF5</div><div>#EAEAF5</div></div>	<div><div>#030305</div><div>#030305</div></div>	<div><div>#D7D7DA</div><div>#D7D7DA</div></div>

Palette UID: c3O414h3x0k1OWYRxp2BpK4eJ0W0BLO

#1343D3

#1343D3

Menu Bar:

#EAEAF5

#EAEAF5

Titles on Page:

#0B7ACF

#0B7ACF

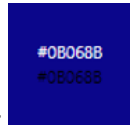
Highlighted Menu Options:

#030305

#030305

General Text:

Decorative Elements:



General Background:



Typography:

Headings and Menu:

Fjalla One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Content Titles:

Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

General Content Text:

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Small Print and Highlights:

Pragati Narrow

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Wire-Frame Sketches:

LARGE VIEW

SMALL VIEW