Shane Artman

CIT 230

Site Plan – WinderWeather.com

2019

# **Site Name**

WinderWeather.com

# **Client**

Brother Mike Odom

[odommi@byui.edu](mailto:odommi@byui.edu)

ZOOM: <https://byui.zoom.us/my/mikeodom>

# **Overview**

## Site Purpose

## Target Audience

Generally, our audience will be fishermen, visitors, and locals that are interested in the weather and local news.

### Personas

|  |  |
| --- | --- |
| Persona #1 | Local Fisherman |
| Name | John Boat |
| Purpose | Looking for a weather report for the next 5 days |
| Demographics | Age: 42  Married  Father of 3 Girls  Some College  Apple Bigot |
| Goals | To go fishing when wife and children are busy and not noticing his disappearance |
| Equipment | Mobile Phone (iPhone), Tablet (iPad), Laptop (Mac with Firefox Browser) |
|  |  |
| Persona #2 | Visitor passing through – Just curious |
| Name | Penny Pincher |
| Purpose | Looking for a 1 day forecast |
| Demographics | Age: 25  Married  No Children  College Graduate  Cognizant of husbands expensive Mac habit thus whatever is cheapest |
| Goals | Just to read about the local news and get the weather for tomorrow |
| Equipment | Mobile Phone (Android), Laptop (Windows 7 with Chrome Browser) |

## Scenarios

1. Persona 1:
   1. What is the weather like today? Can I sneak away and drop my line?
   2. What is the 3 / 5 / 7-day forecast? My wife is out with the kids at school, can I get away in the next 3 days?
   3. What are the local new stories? My wife told me that someone was found floating in the river! Did they find my hole?
2. Persona 2:
   1. When we go through the area, will it be snowing again! I dislike snow.
   2. The kids want to have lunch at a park, will we need coats, rain gear, or maybe some sunscreen?

## Guiding Principles

Consistent design across pages

Logo, Site Title, Site Motto

# **Branding**

## Website Logo

A picture containing windmill, outdoor object

Description automatically generated

## Color Palette

A screenshot of a cell phone

Description automatically generated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Primary Color** | **Secondary** | **Accent** | **Accent** | **Accent** |
| # e1e5ee  (Azureish White) | # 2a324b  (Gunmetal) | # 767b91  (Rhythm) | # f7c59f  (Peach) | # aa78a6  (Opera Mauve) |

## Typography

Headline Font  
OpenSans — Headings and Titles

Body Text Font  
OpenSans — Body and Content

#### Reasoning

Using this as the standard text as it is an easy to read common format

#### Sample

<https://fonts.google.com/specimen/Open+Sans>

<https://fonts.google.com/specimen/Mansalva>



### Navigation

#### Main Navigation Links

##### Normal Link Color(s)

# (BG) – (Link)

##### Hover Link Color(s)

# – (Link)

##### Visited Link Color

# – (Link)

#### HTML Links

##### Normal Link Color(s)

# (BG) – (Link)

##### Hover Link Color(s)

# – (Link)

##### Visited Link Color

# – (Link)

# **Layout**

## Site Map

## Wireframes