

Bennett, Jakeb

2-2-2019

Website Planning Document

Site Name

- The name of the site will cost us around \$12 or so, and it will be called "bestweather.org"

Site purpose

The whole purpose of this website is to create a page that provides clear information about the weather in several local areas first and foremost. Secondly, the site is being made with a purpose to be quick, easy, and easily accessible. There will be an emphasis on Search Engine Optimization so that those in the local area will have a better chance of gaining traction on the site as well. This will not be a large-scale website, but rather a more clear cut, local, simple site. This site is not being made to give the weather report all over the world, and in any city possible. It is being made for by locals, for locals. The things that will be provided will be temperature, 5-7-day forecast, a storm centered page, as well as a small section for community bios/information.

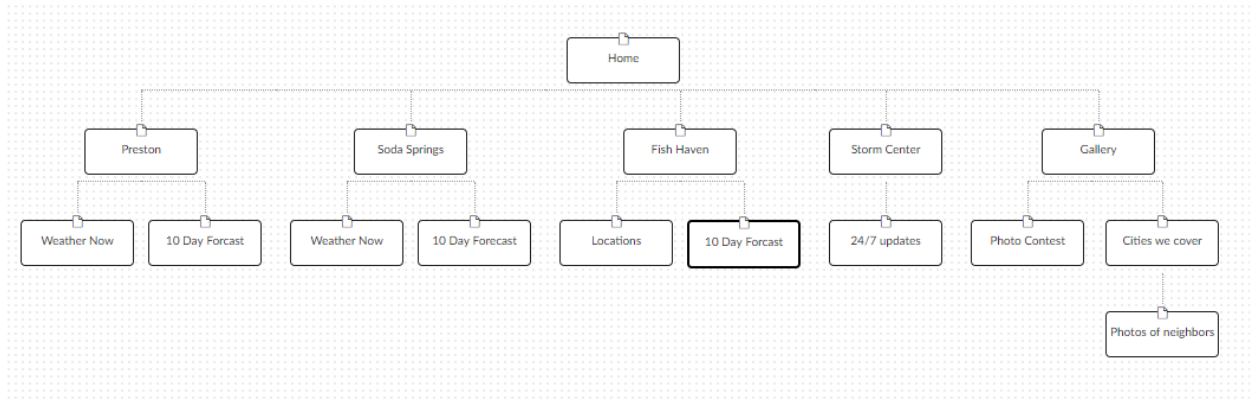
Target audience and scenarios (5)

- 1) **Mobile first users, age 12-35, looking for quick information about the weather for the day**
- 2) **Users from the local area, ages 35-50, looking to find more information about the neighboring cities, as well as any upcoming storms that might be effecting farming in the next few days.**

Scenarios

- 1) Someone who lives in Preston Idaho wants to know how the weather is going to look for their afternoon ski trip that day. The first thing they look at is the site on their phone. They plan to be on the site only long enough to see how the weather will look for the day
- 2) Farmers in the community are hearing of a storm that will be coming though soon, so they check the website to see how much time they have to prepare for the storm. They are on the site using the Strom Center feature, they need to see if they must take strong or soft precautions to their land
- 3) A local resident in Soda Springs Idaho is on the site to see if they need to bring a jacket outside when they go and see family later on in the week. They will be looking at the 5-day-forecast to establish the need of warm clothes, as well as the best time of the day to leave Soda Springs to visit family.
- 4) A boy scout group is planning an ice fishing trip, so the scout leader goes to the local website to see the tab "Fish Haven" to find the proper information on where the best fishing locations are, when the best times to be there, and also the forecasted weather for those locations should be when they arrive.
- 5) A user who is planning on doing a fundraiser near their school in Preston Idaho needs to see the weather in order to establish if they will set the function outside, or inside school premises. They check the daily forecast, and they also check the storm center to ensure they will have clear skies for the event planned ahead.

Site map



Color scheme

Header- #F0F3BD

Nav / Footer - #05668D

Hover- #028090

Main - #FFF

Photo- #8E7445

Typography

Site Header- Rockwell

Nav/Footer- Helvetica

H1- Univers

H2- Univers

H3- Univers

Paragraph Text- Helvetica, sans-serif