W03-WebsitePlanningDocument

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Site Name:

Southeast Idaho Weather

Logo:

Site Purpose:

The Southeast Idaho Weather website will provide current weather conditions to our customers in the Southeastern Idaho Region. The data provided may include the date and time of day, the outside temperature high and low, in the cities of Preston, Soda Springs, and Fish Haven, and likely the UV Index, precipitation, wind speed, humidity, dew point, barometric pressure, and visibility. This is local weather provided locally. Maps will be provided where possible.

Target Audience:

The target audience for Southeast Idaho Weather will be primarily ranchers, residents, and outdoorsmen both local and visitors needing to know the weather to plan hiking, camping, hunting and fishing trips.

Persona 2: Business Employed Farmer

Job title/Major Responsibilities: Runs his own farm, while working full-time for Monsanto

Demographics: Residents of the Southeastern, Idaho area consist of many ranchers and farmers and their families, both young and older who depend on the weather for their livelihood. He median age is 37 years old. The media household income is about $40,000 per year. Many residents work at Monsanto, a major employer in the area. The Some residents commute to larger cities to work. These users would visit the website primarily through computers, some tablets, and some cell phones. They need the weather data from the site to plan their travel and manage farms and ranches. Right now the weather is being reported from larger cities that are not in the Southeastern Region of Idaho. The users would have the best experiences using our app to receive their weather data.

Persona 2: Outdoor Enthusiast Visitors

Demographics: Visitors to Southeastern, Idaho often engage in outdoor recreational activities such as hunting, fishing, hiking, camping, and boating. These visitors would want the daily weather data to plan their days trips and vacations. Age range is 25-75 years old. Annual household income: They would primarily be accessing the Southeastern Idaho Weather site with a cell phone or tablet and would have the best experience with an app.

Scenario 1: Preston
Residents and visitors to Preston, "Where the city meets the mountains" often visit the Cub River Canyon recreation area and would need the weather for their camping, hiking, fishing, and hunting activities.

Scenario 2: Preston
Farmers and ranchers in the area would need weather data to manage their crops and livestock. Drivers in the area would like to be able to anticipate road conditions based on the weather.

Scenario 3: Soda Springs
Soda Springs residents would need current weather conditions for their daily outdoor activities such as driving and participation in sports.

Scenario 4: Soda Springs
Soda Springs bills itself as "The Outdoors at Your Front Door." Hunters, fishermen, hikers, campers, and other outdoor enthusiasts need the Southeastern Idaho accurate local weather forecast as they visit the Caribou National Forest and local "soda" springs and geysers.

Scenario 5: Fish Haven

Fish Haven, Idaho sits at the edge of the beautiful Bear Lake. Bear Lake is a popular fishing spot. Visitors would need weather data to make informed camping, ATV riding, fishing trips and boating activities on the Bear Lake.

Scenario 6: Fish Haven
Residents around the area of Fish Haven mostly farmers and ranchers would need the daily weather data to manage their lands and crops.

[Assignment: This section requires some research about the website visitors by looking into the purpose and the industry, visiting similar sites and preforming surveys to discover what **scenarios** are relevant to the visitor. Develop two personas (Links to an external site.) to describe the target audience for the weather site. This section should describe the target audience being judicious about the selection of the most plausible demographics.
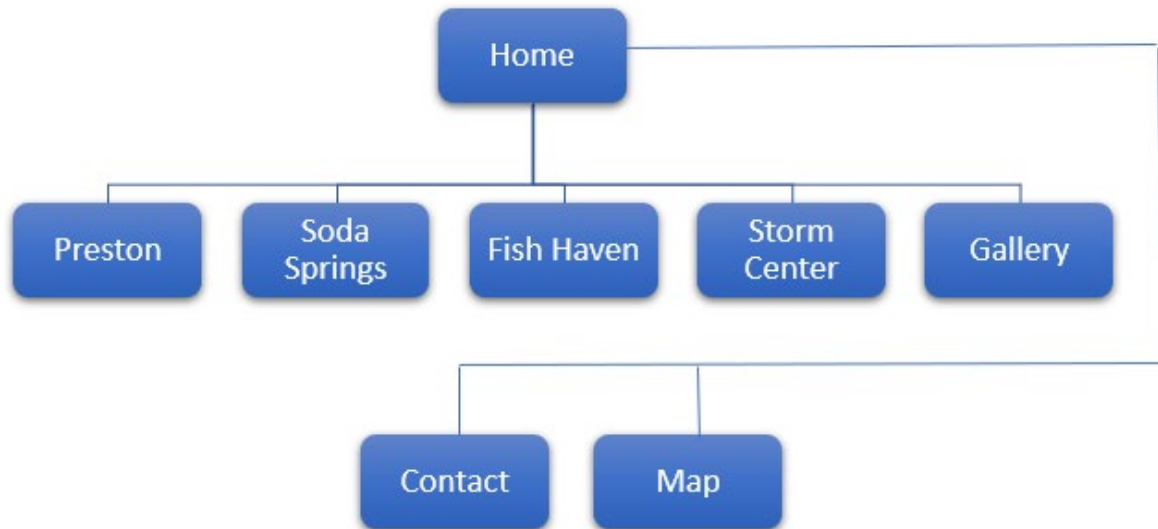
Some visitor demographic information to consider is age, income, education, experience with the topic and family status. Additional audience information would include where, when and how the visitor will be accessing the site. What device will they be using?

Be sure to include **scenarios** that describe the visitors purpose in visiting and using the site of which the site content can provide the answers such as

- Does that store carry a polo shirt in my size? What color options exist? Price?
- How do I make a CSS-driven drop-down navigation bar?
- I need to transfer funds from one account to another at my bank.
- Who won the game last night? What was the score?
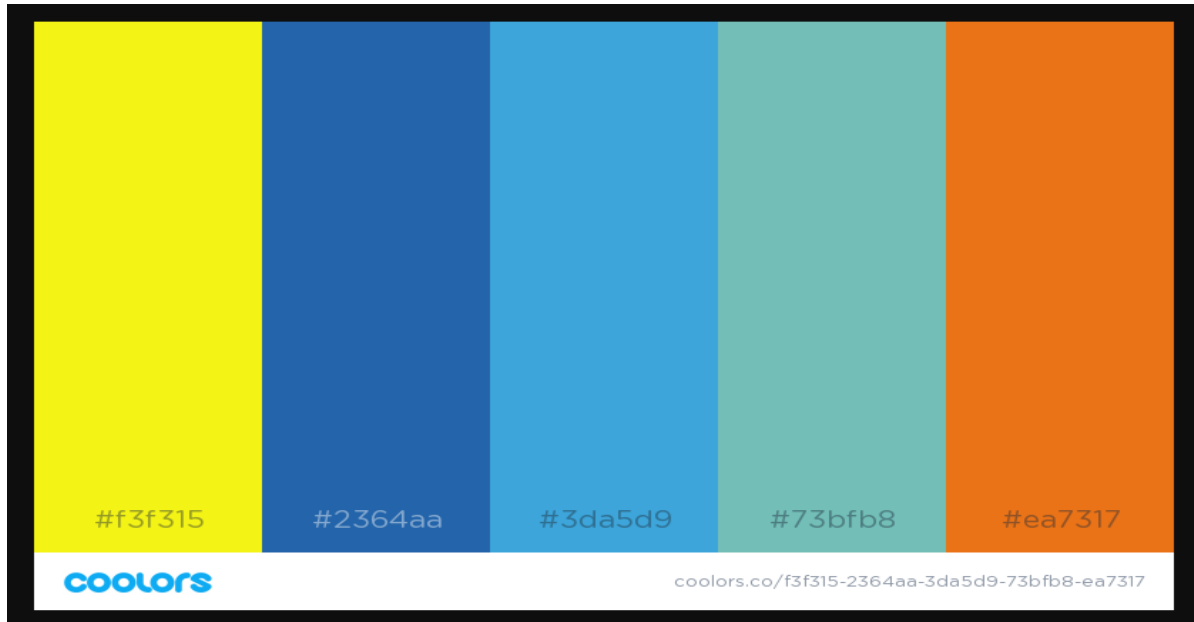- What's the weather going to be this weekend at the trail I'm planning to hike?]

Site Map:

[Assignment: The site map is typically a sketch of all the pages and references on the site and is derived from the customer's functional specifications. The hierarchical relationship is illustrated and will drive the site navigation and links. Depending on the project, these site maps can be complex. Note that the site map for the weather project is fairly simple and you wish to elaborate on some additional pages regardless of the given site description.]

Color Scheme:

I chose the main colors of blue. According to https://www.websitebuilderexpert.com/designing-websites/how-to-choose-color-for-your-website/ Blue is the #1 preferred color by both men and women. Blue represents trust, security, stability, peace, and calmness. Used in business to create a sense of security and trust in the brand. People going to a weather site will want these qualities in the site.

| #f3f315 | #2364aa | #3da5d9 | #73bfb8 | #ea7317 |

coolors   coolors.co/f3f315-2364aa-3da5d9-73bfb8-ea7317

#f3f315 Used in hover and as an <h2> element in some places.

#2364aa Used as the background for the header

#3da5d9 Used as heading to introduce content or images

#73bfb8 May change this to a light grey.

#ea7317 Used sparingly to bring attention to an important area or emphasis as the site is built.

Typography

Primary fonts are:

Roboto and **Roboto Slab**

	Font	Size	Color	Sample
Site Header	Roboto Slab	1.5rem = 24px	**rgb(61,165,217) #2364aa**	**Sample**
Primary Navigation	Roboto	1rem = 16px	**rgb(255,255,255) #fff**	Sample
Footer Navigation	Roboto	14px	**rgb(61,165,217) #2364aa**	Sample Sample
Heading 1 <h1>	Roboto Slab	1.5rem = 24px	**rgb(35,100,170) #2364aa**	**Sample**
Heading 2 <h2>	Roboto Slab	1.25rem = 20px	**rgb(35,100,170) #2364aa**	**Sample**
Heading 3 <h3>	Roboto Slab	1rem = 16px	**rgb(35,100,170) #2364aa**	Sample
Heading 4 <h4>	Roboto Slab	.75rem = 12px	**rgb(0,0,0) #000**	Sample
Body	Roboto	1.1rem = ~18px	**rgb(0,0,0) #000**	Sample

Wireframe (from example in lesson03):