

iGeo-Weather.com

WEATHER SITE PLANNING

Angel Caceres | CIT 230 | 10-10-2018

Site Description

This is guide to describe the name, purpose, audience, possible scenarios, colors and sketches for the website.

Site Name

The name of the website will be www.igeo-weather.com. I used the word geo in order to propose that the site can be used to show weather information around the globe.

Site Purpose

The main purpose of www.igeo-weather.com will be to provide information regarding climatic status on different cities. The information that will be displayed, will be easy to read and navigate with eye-catching images, maps and texts.

Target Audience & Scenarios

The audience of the site is people that will be city residents, workers, tourists, local channels and radios that are looking for constant updates of weather status in certain cities.

Personas

Bettina Fernandez

Occupation: Entrepreneur.

Demographics: 40 years old. Owner of a restaurant located in downtown.

Motivation: She will use the site in a daily basis, since once she left her home, she will not return until the evening. She has to use the proper clothing in order to be ready for the day.

Maite Jarruz

Current Occupation: Freelance Designer / Tourist

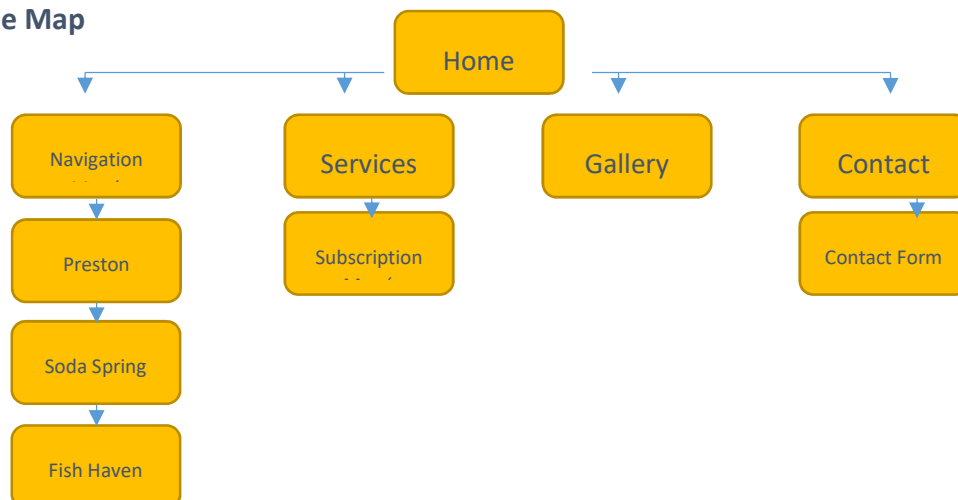
Demographics: 25 years old. Web and graphic designer.

Motivation: She can work from any place that has an internet connection. This is why she travels constantly, as a tourist. This is why she will use the site, for check for climatic status on different Cities.

Scenarios

- 1- I'm not coming home until late at night. Should a take a coat?
- 2- I'd like to go hiking this weekend. Will it rain then?
- 3- I'm planning to go with my family to the lake house next week. What temperature are we expecting then?

Site Map



Color Scheme

I've chosen these colors, since most of climatic quests are related to "watching the sky", and I think these colors make a fair representation of that.

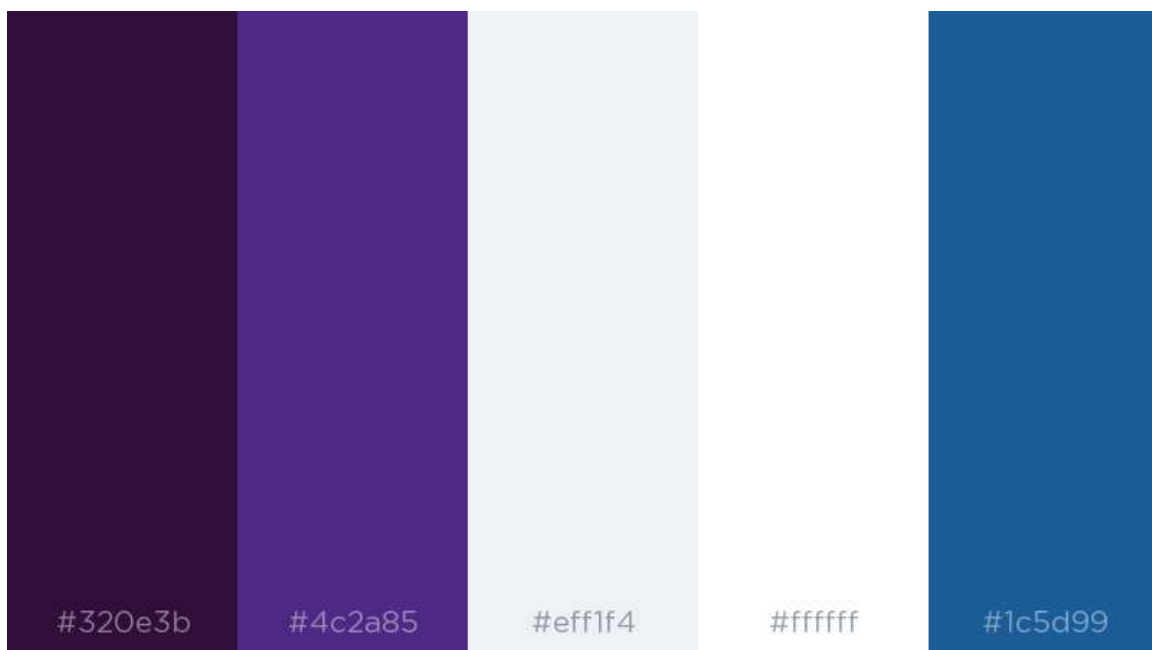
Header Background: #320e3b

Header Text Colors: #ffffff

Body Background Color: #eff1f4

Body Text Color: #1c5d99

Links: #4c2a85



Typography

The selected typography will be Niramit. I have chosen a sans-serif for its edged clean shapes, is modern and easy to read.

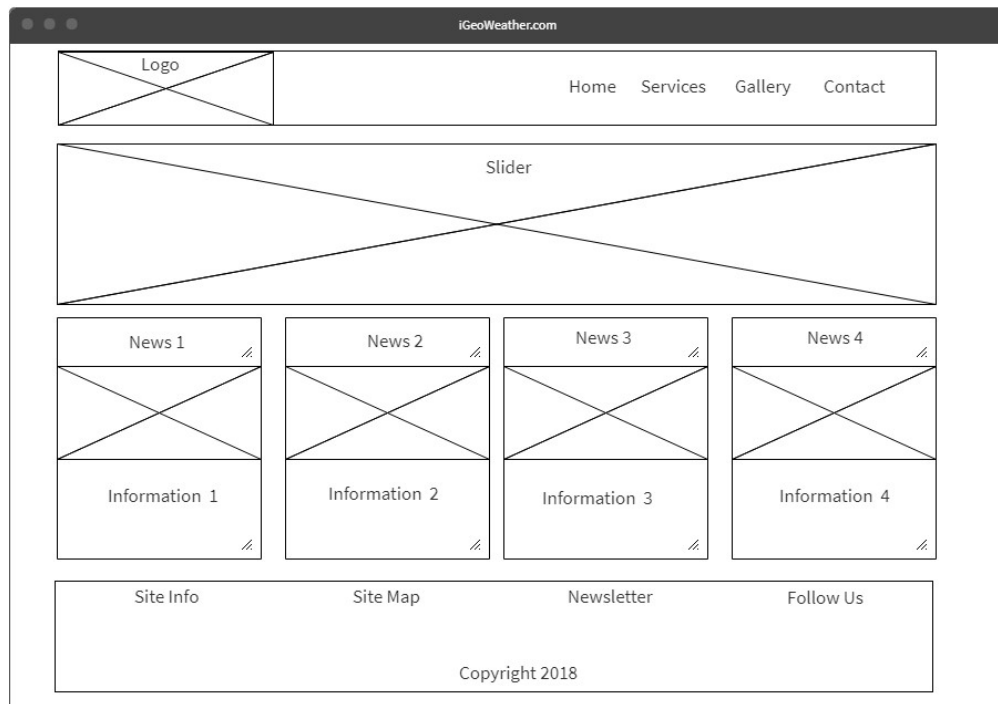
```
<link href="https://fonts.googleapis.com/css?family=Niramit" rel="stylesheet">
```

```
font-family: 'Niramit', sans-serif;
```

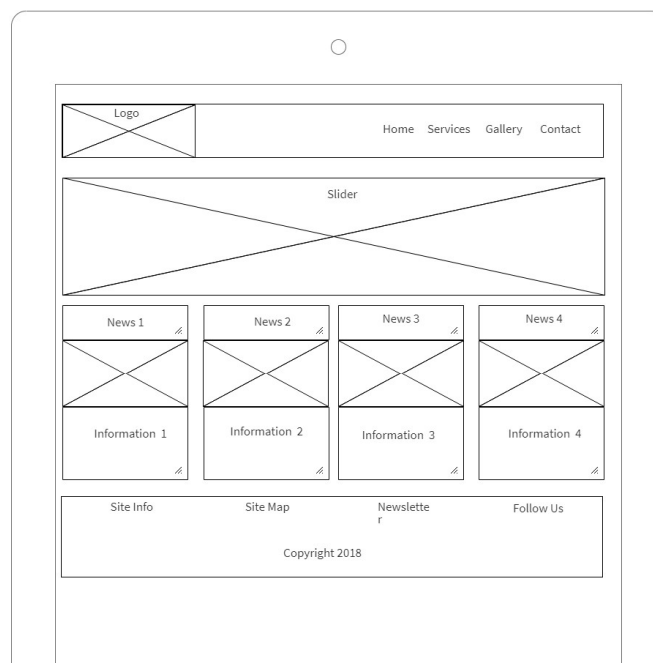
Wireframe Sketches

This site will be responsive, so it will display correctly in any device:

PC / Laptop



Ipad / Tablet



Cellphone

