

SITE PLAN:

WEATHER IN TOWN

"The reliable forecast that delivers!"

Rombie Lagunzad

CIT 230

Brother Bangerter

SITE DESCRIPTION

The purpose of this document is to elaborate all the specifications for building the *Weather in Town* website which includes the site objective, target audience and other website elements like wireframes and HTML5 semantic structure, typography, color palette, and style.

SITE NAME

The website is going to be called Weather in Town. The domain will be WEATHERinTOWN.com.

SITE PURPOSE

The main objective of WEATHERinTOWN.com is to educate the audience about the current and upcoming weather in Preston, Soda Springs and Fish Haven. This objective can be fulfilled by showcasing the up-to-date weather story, forecast and images that will reflect the current condition in the three towns. The website will inform the audience with 5-day weather forecast in each town as well. With this feature, they will be more prepared in planning their days efficiently. Another objective of the website is that, it can warn people if there's an extreme weather coming in these towns.

TARGET AUDIENCE AND SCENARIOS

The target audience of WEATHERinTOWN.com is described below:

Who: citizens of Preston, Soda Springs and Fish Haven and their relatives across the state, traveler, professional photographer, students, camper/hunter, school administrator and district superintended.

Age: 8-100 years old

Technology: In terms of access to the website, they visit it through their smartphone, laptop, or desktop computer. Being a user-friendly website, it can cater almost all people even they have limited knowledge about technology.

Income: The typical income will range from \$0 (students has no income) and above annually.

Motivation: The number one motivation will be security and preparedness. Checking the daily weather will help the target audience to plan of their activities ahead, they will feel secured and safe because they know the information that will warn them if calamity or disaster occurs.

Persona



Breanna Beaumont

Occupation: Stay at home mother and owns an online jewelry store.

Demographics and Education: She is 38 years old. She has 3 kids who are attending in Oakwood Elementary School in Preston. She finished an associate degree in business entrepreneurship.

Goals and motivation for using the site: Her goal is to check the daily weather so that she will know the weather condition and inform her children

who are going to school about it.

Social: She is not a very social person. She uses Facebook for communication. She always goes to church every Sunday where she meets most of her friends.

Technology: She has access to the internet using her mobile phone and desktop.

Quote: *"Life is like a precious gem. Your life is beautiful!"*



Mark Lin Park

Occupation: Online Blogger / Photographer

Demographics and Education: He is 25 years old. He and his family moved from South Korea to Soda Springs, Idaho when he was 10 years old. He is currently enrolled as an online student in BYU-Idaho.

Goals and motivation for using the site:

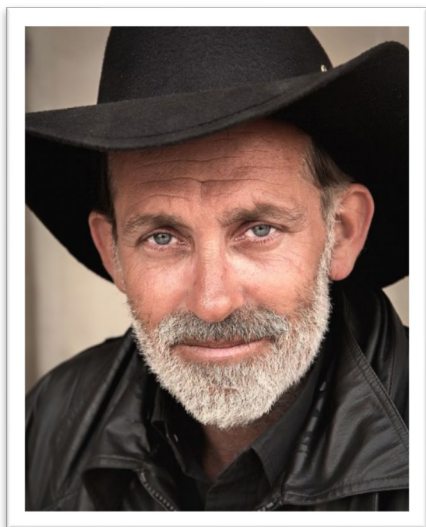
He has passion for photography. One way to capture great picture is by having natural light from the sun. By checking the website, he will know whether it's a

good time to take outdoor pictures.

Social: He is very sociable person. He loves being around people and hearing their stories.

Technology: He has an Instagram account where he usually uploads his photography. He uses his iPhone 7s to browse his favorite website and to check his email. For blogging he uses an Apple laptop.

Quote: *"A simple photograph can display a priceless memory"*



Joseph Crossley

Occupation: Retired truck driver

Demographics and Education: He is 60 years old. He has 8 grandchildren. He loves being in outdoor. He graduated from Bear Lake High School in 1977.

Goals and motivation for using the site: To enjoy his hobby of fishing and hunting, he needs to check the weather from time to time.

Social: He loves hanging out with his friends and neighbors.

Technology: He is not a techie person. In fact, he only knows how to use his smartphone to research the best place to hunt and fish in Idaho and Utah. He also uses it to check the weather forecast.

Quote: *"Being in outdoors makes me feel, I am in different world"*

Scenario:

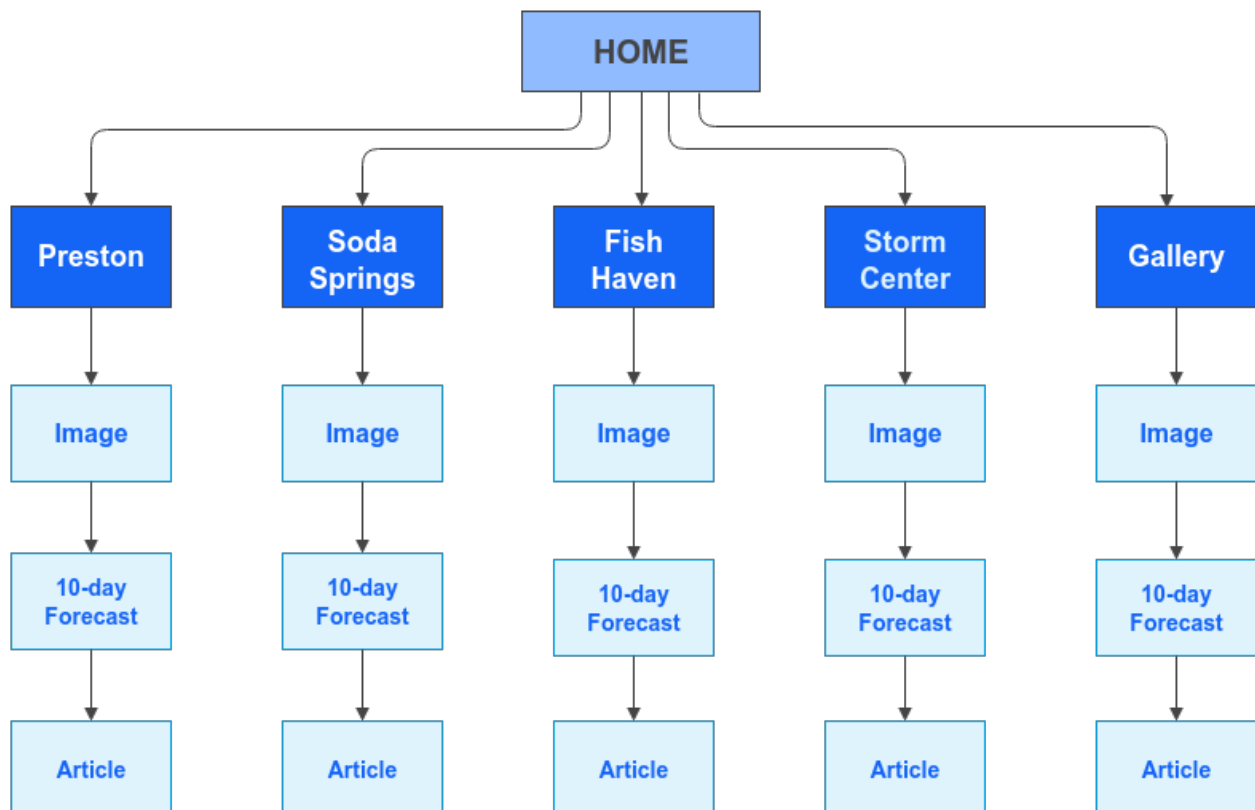
1. A mother from Preston checks the weather forecast to help her kids find an outfit that will be suited for the weather condition before heading to school. *(Does the website show the 7-day weather forecast in Preston?)*
2. A photographer is looking for a perfect day to take pictures in Soda Springs. *(Can the user choose a specific day to check the weather? Can the website filter the result?)*
3. A retired truck driver with minimal knowledge about technology wants to check the weather condition to schedule his hunting and fishing trip in Fish

Haven. *(Does the website have a very user-friendly interface that even a non-techie person can easily navigate?)*

4. A school district superintendent in Preston check the weather forecast to determine if they will suspend the classes due to heavy snow fall. *(Can the website display warning if there's a storm coming in town? If yes, what are the warning signal?)*
5. A relative of a family living in Soda Springs, Fish Haven and Preston will check the weather forecast to know their love one's safety. *(Is the website accessible through a mobile phone? Can they access the website with any registration?)*

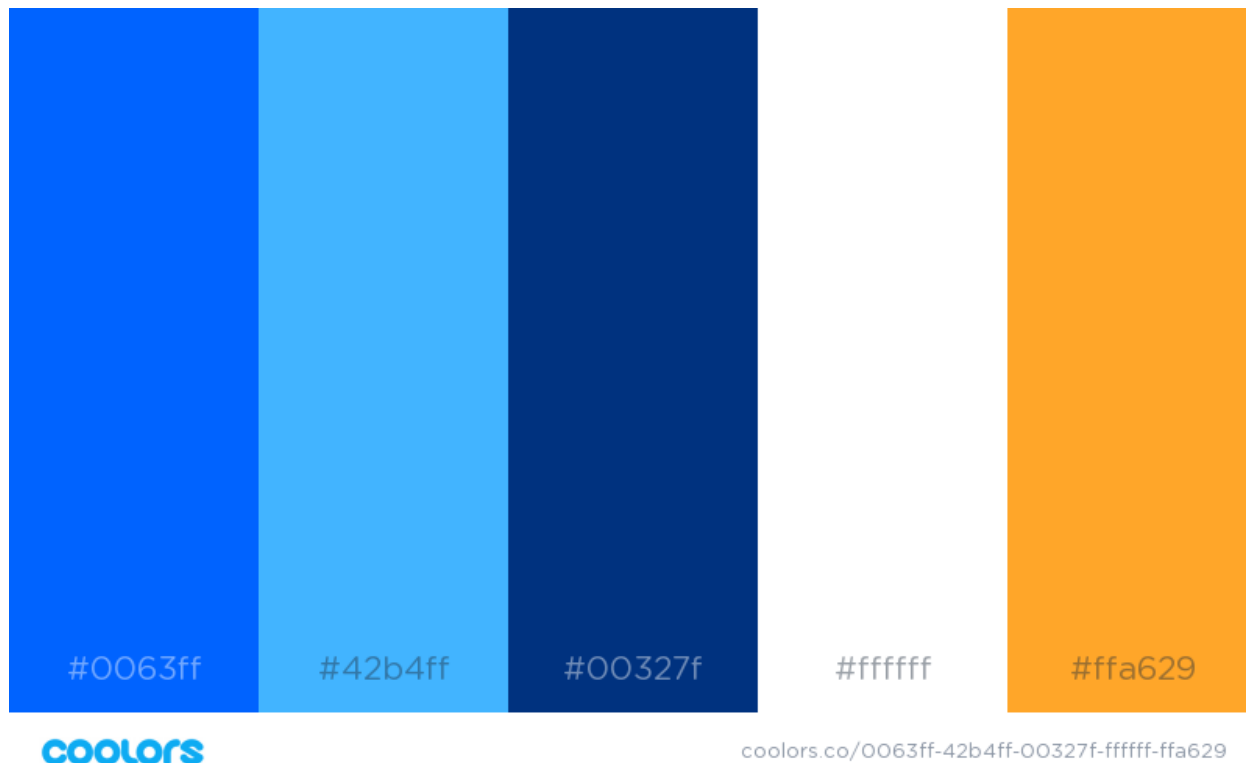
SITE MAP

This part describes the basic structure of the website and its content.



Color Scheme

Monochromatic Blue and Orange



Primary: #0063ff (Royal Blue)

Secondary: #42b4ff (Sky Blue)

Accent 1: #00327f (Dark Blue)

Accent 2: #ffffff (White)

Accent 3: #ffa629 (Orange)

Blue is a color of trust. This color will convey a message that the website is trustworthy and reliable source in obtaining up-to-date weather forecast.

Primary Navigation Color

LINK NORMAL

LINK HOVER

LINK ACTIVE

Link:normal : #FFFFFF

Link:hover : #00327f

Link:active : #ffa629

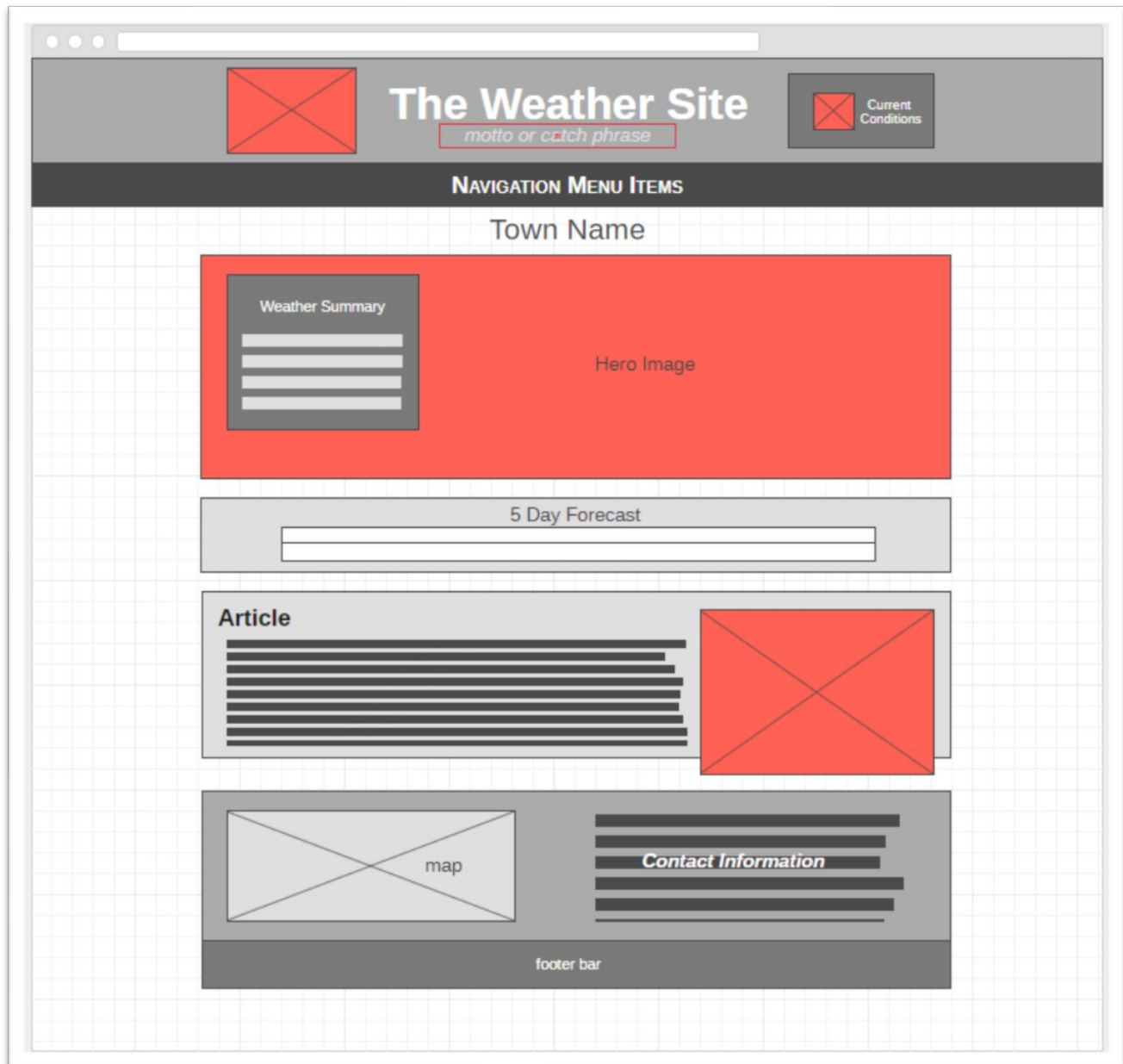
TYPOGRAPHY

	Font Family	Size	Color	Sample
Site Header	Raleway	50px	White	Sample
Primary Navigation	Raleway	35px	White	SAMPLE
Footer Navigation	Raleway	14px	Dark Blue	SAMPLE
Heading 1 (h1)	Raleway	28px	Orange	Sample
Heading 2 (h2)	Raleway	22px	Orange	Sample
Heading 3 (h3)	Raleway	18px	Orange	Sample
Paragraph (p)	Lustria	14px	Dark Blue	Sample

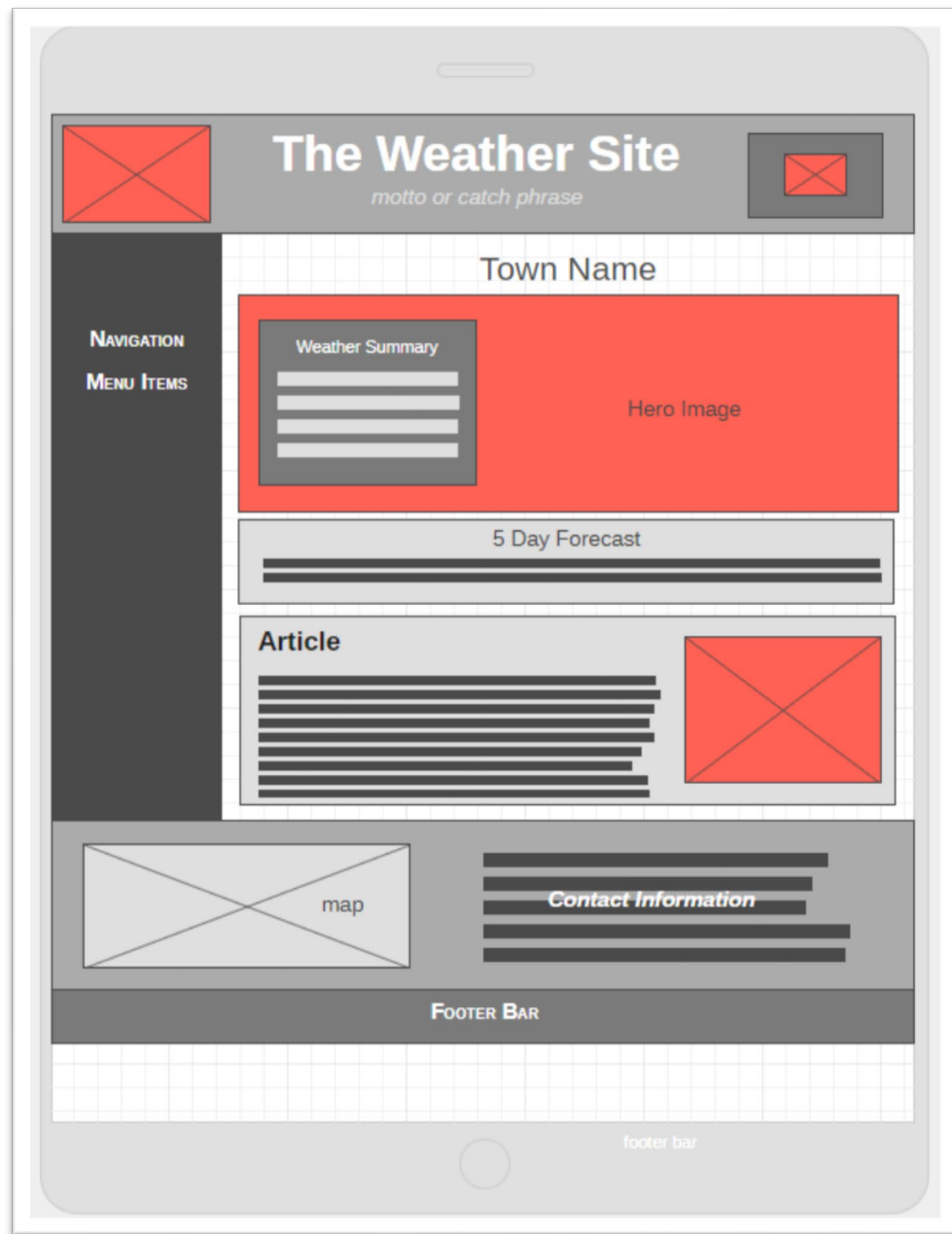
Stylesheet: Google Font

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<link href="https://fonts.googleapis.com/css?family=Lustria|Raleway"
rel="stylesheet">
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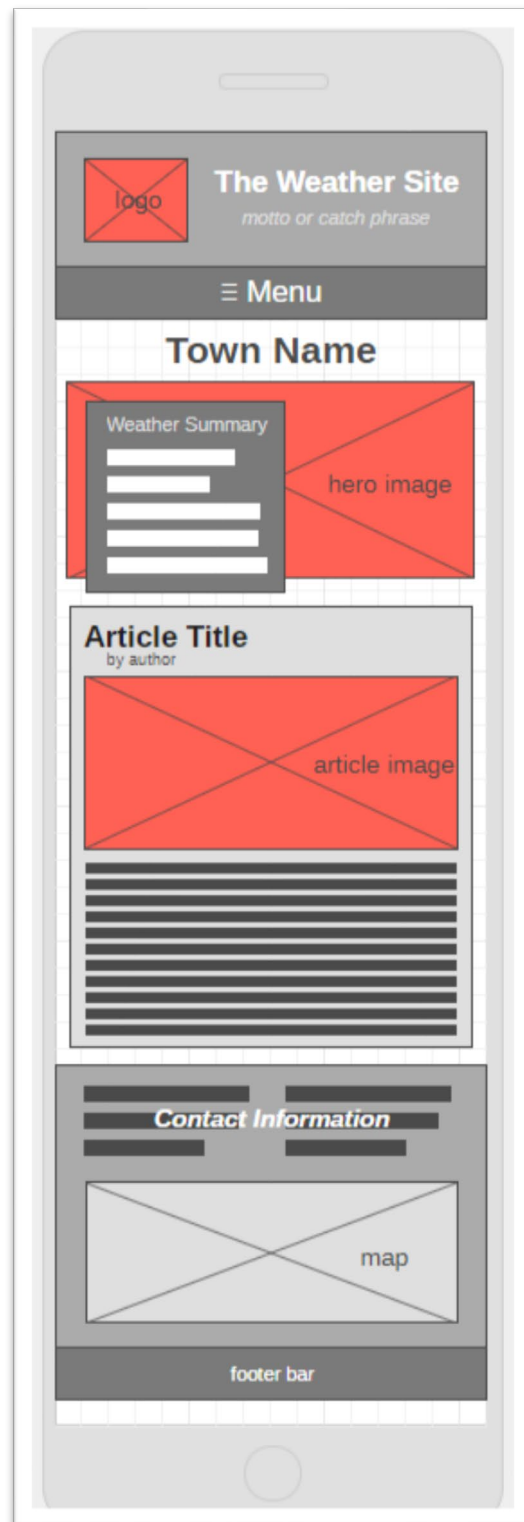

WIREFRAMES



Large Screen (laptop and desktop)



Medium Screen (tablet)



Small Screen (mobile)