

CLARITYWEATHER.COM

Site Plan



Site Name

This web site will be known as www.ClarityWeather.com. Clarity Weather will provide location-based weather information with both simplified and detailed datasets available.

Site Description & Purpose

This document will define the purpose, scope and description of the Clarity Weather website. The website's prescribed scenarios, intended audience, organization and style elements will also be covered. This document is to be used for site planning, development, implementation and reference purposes.

The name "Clarity Weather" is derived from the site's main purpose - to provide individuals and organizations with the 'clarity' they need to make plans based on a clear knowledge of what the weather is in a specific location, and what it will be. The site's principal focus is to instantly deliver, on the homepage, a single graphic that provides the most desired elements of the current weather conditions, as well as elementary forecast data for the rest of the day, in the user's geographic area.

Using geo-location technologies, the site's visitor will see an image that contains current radar, as well as current and trending temperature, cloud cover and precipitation data. All of this information will appear immediately in the homepage window and will not require and further site navigation to obtain the aforementioned dataset.

If the user desires more detailed or extended weather data, the user can click on links for 10-day or hourly forecast data. Clarity Weather will also make available extremely detailed weather and atmospheric data that will serve various activities and industries such as aviation, transportation, construction, agriculture, etc. These datasets will reside on other pages and will require no more than two clicks to be viewed. Short and simple navigation is the goal, if navigation is required at all.

Target Audience

ClarityWeather.com will have a broad target audience, including, but not limited to, the following:

- Who: Hikers, motorcyclists, construction managers, landscapers, campers, aviators, athletic event organizers, farmers, families at outdoor activities, outdoor venue managers, municipalities...anyone who needs to know what the weather is or soon will be.
- Age: 16 to 86.
- Income: As implied in the "who" above, the income levels of Clarity Weather's visitors will be as varied as the visitors themselves.
- Motivation: The need to quickly obtain the knowledge necessary to plan daily or future activities that could be impacted by weather conditions.

Scenarios

There are countless reasons people need to know current and future weather conditions, here are a few:

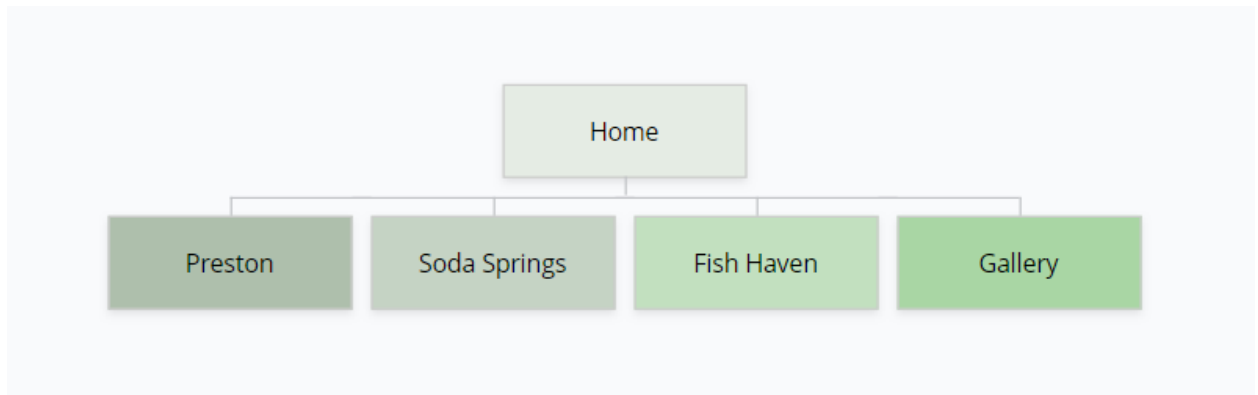
- My daughter has softball practice this afternoon...will it raining?
- I just planted my garden...will it get below freezing tonight?
- We need to pour concrete on the job today...is it going to rain?
- I am planning to fly my Cessna to Orlando this afternoon...what will the atmospheric conditions be along my route?
- What clothes should I wear today? Will I need a jacket? An umbrella?
- My buddies and I are planning to ride the 'tail of the dragon' next week...what will the weather be then?
- My landscaping crew needs to know if they will be working today...and they need to know NOW. Will it rain?
- The city event planner and manager have a concert planned this weekend...will it rain?
- The neighborhood swimming pool life-guard sees some dark clouds on the horizon...is a storm or lightning coming?

Personas

- Name: **Scott Rushing**
- Occupation: Municipal Engineer
- Demographics & Education: 49 years old. Engineer for city water department for 20 years. Has an associates degree in municipal engineering.
- Goals and motivation for using this site: Scott regularly has need to check weather forecast data for the purposes of planning the men, equipment and work to be done on the city's water supply network. But Scott also likes to ride his Harley Davidson with his friends on the weekends, and right now he is planning a two-wheel road trip this Saturday and needs to know what the weather conditions will be.
- Social: Works long hours and works hard, both in the office and in the field. Loves spending time with his family and friends on the weekends.
- Technology: Uses computers and mobile technology frequently, but is not heavily active on social media.
- Quote: "I'd rather die while I'm living than live while I'm dead."



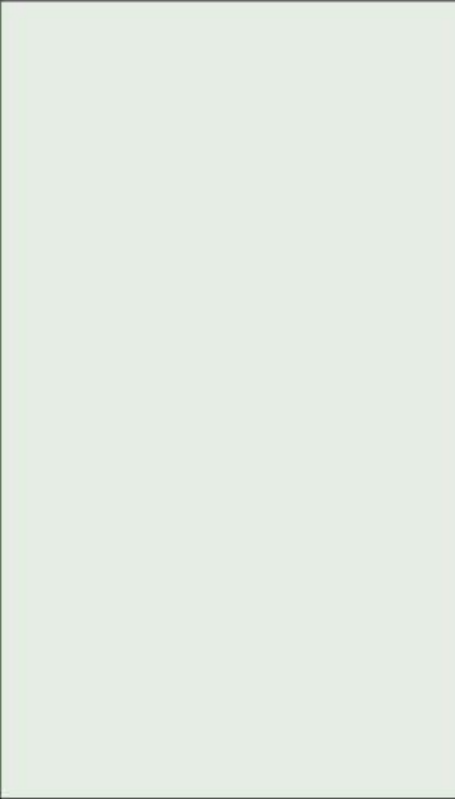


- Name: **Craig Gibson**
- Occupation: Electrician
- Demographics & Education: 50 years old. Supervisor for electrical installation work crew, electrician for 30 years. High school education.
- Goals and motivation for using this site: Craig travels long distances to work sites every day. He also manages a crew of electricians and helpers who need to know what types of work they will be able to perform today. If it is raining or stormy they can only do certain types of work, so they need to know what men and equipment they will need to procure for the day.
- Social: Craig is single, lives alone, and spends most of his time during the week working. On the weekends he likes to hang out with his friends at restaurants and bars, and go to concerts when he can.
- Technology: Fluent with using computers and mobile technology, active on social media.
- Quote: "C'est la vie."

Site Map



Style Guide

Color Scheme

Primary color				
				
A9D6A4 RGB: 169-214-164 RGB [%]: 66.3-83.9-64.3	C2E0BF RGB: 194-224-191 RGB [%]: 76.1-87.9-74.9	E5ECE4 RGB: 229-236-238 RGB [%]: 89.8-93.3-93.4	C5D3C4 RGB: 197-211-196 RGB [%]: 77.3-82.7-76.9	AEBFAC RGB: 174-191-172 RGB [%]: 66.2-74.9-67.5

Typography

Cinzel

CLARITYWEATHER

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

```
font-family: 'Cinzel', serif;
```

Montserrat

ClarityWeather

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

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

Combined links:

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

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

```
font-family: 'Cinzel', serif;
```