

Rainbow Detector

RainbowDetector.com

Site Plan

Site Name

This site is going to be called RainbowDetector.com. It will provide weather information, articles and content climate related.

Site Purpose

The main purpose of the rainbowdetectorr.com website will be to inform users about the current weather and the forecast specifically of three towns Preston, Soda Springs, and Fish Haven. This will be presented as current weather story with corresponding image and information sections for all three towns.

Target Audience and Scenarios

Following, the target audience of the rainbowdetector.com is defined:

- **Who:** General public like students, housewives, professionals of all kinds, dependent employees, entrepreneurs, athletes, retired people, etc. who have interest on weather information and forecast.
- **Age:** 16 to 100
- **Experience:** be familiar with weather terminology and values.
- **Motivation:** be aware of current weather and forecast.

Personas

Carlos Rivera

- **Occupation:** college student
- **Demographics and Education:** 19 years old. High School graduated. He is a second-year college student.
- **Goals and motivation for using the site:** To be inform about the forecast of his town.
- **Social:** likes to play soccer outdoors and ride his bicycle around and outside of the town.
- **Technology:** Uses mostly his phone a Samsung galaxy S9. For doing assignment he uses a HP pavilion x360 laptop.
- **Quote:** "I weather is very unpredictable in my town. I need to be updated."

Karen Alvarez

- **Occupation:** Accountant of a sugar mill company.
- **Demographics and Education:** 45 years old. Works at a finances department of a sugar mill company. Holds a bachelor degree in Accounting.
- **Goals and motivation for using the site:** To aware of the weather changes so she can dress her children properly and protected them from possible diseases.
- **Social:** is a single mother that spend a lot of time inside her office but when she has free time, she enjoys take her kids to the park or visit a recreational center outside the town.
- **Technology:** her workstation is a simple pc with windows 10 and she is not sure about its features, beside working she uses it to read the news. Also, has an iPhone 8 that mostly uses to make calls and look at social media.
- **Quote:** "I enjoy the snow and the rain as long as I'm bundle up."

Scenarios

- Other forecast sites have wrong data. Where can I find reliable information?
Rainbowdetector.com will provide updated weather information.
- How I know if my children are dress properly for the weather?
The home page will contain a current weather story.
- How I know if I can play sports outside with any weather setback?
The website will provide forecast hourly.
- Will it snow the next week on Preston?
Rainbowdetector.com will have a section of upcoming week forecast.
- Is there daily climate report for my town?
The website will have weather report of 3 towns Preston, Soda Springs, and Fish Haven

Site Map

Below is the basic structure of the rainbowddetector.com website:

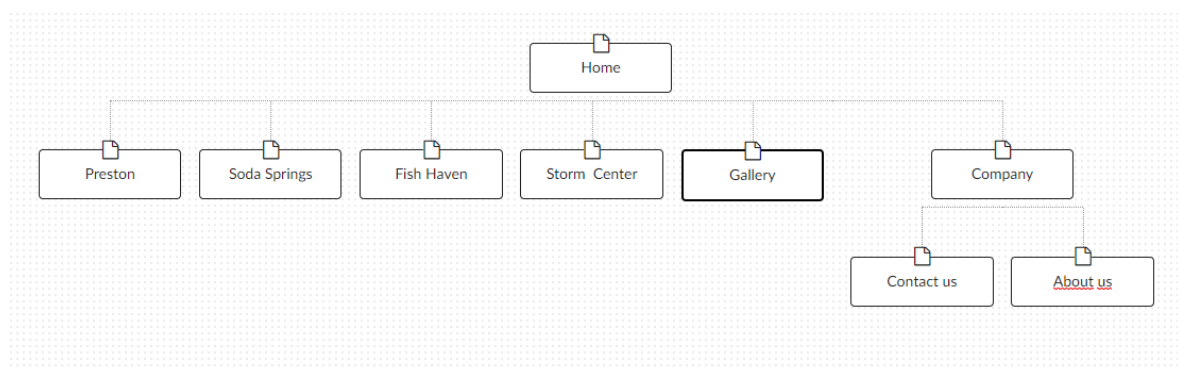


Figure 1 RainbowDetector.com Site Map

Color Scheme

The primary colors for rainbowdetector.com are:

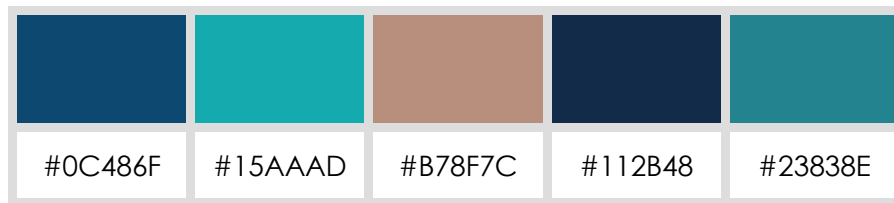


Figure 2 Color Scheme for RainbowDetector.com

Below is an example of how these colors can be applied in the site.



Figure 3 Example page, for color scheme visualization (provided by palleteon.com).

Typography

The primary text fonts for rainbowdetector.com are Raleway and Robot Slab.

The following table shows the font size and color used in each of the areas of the page template.

Item	Font	Size	Color
Site Header	Raleway Weight: Normal	35px	#F2F2F2
Heading 1	Raleway Weight: Normal	30px	#0C486F
Heading 2	Raleway Weight: Bold	25px	#B78F7C
Paragraph text	Robot Slab Weight: Normal	16px	#7C7C7C
Footer	Robot Slab Weight: Normal	14px	#F2F2F2