

TheWeatherWatcher.com

Site Plan

Site Name

The name of the weather site will be TheWeatherWatcher.com. The domain name is available at a cost of \$12/year.

Site Purpose

The main purpose of the website is to provide local weather conditions and weather forecast as accurate as possible in a three-town radius of Southeast Idaho. There will be a snapshot of current weather conditions in the header. The navigation bar will contain links to more specific conditions in the three local towns, along with a gallery and storm center. Live images of weather conditions will be included. Current weather stories for each town will appear on the homepage. Weather related tips will be also provided.

Target Audience and Scenarios

The general target audience of TheWeatherWatcher.com web site is described below:

- Who: Local residents in Preston, ID, Soda Springs, ID, and Fish Haven, ID, along with any visitors to the area and those that may be doing research on weather conditions in Southeast Idaho- historic and current.
- Age: All age groups are possible users, but those of driving age (15+) and most likely to use the website to prepare for travel and outdoor activities.
- Accessibility: The website will be accessible on desktop computers and mobile devices.

Personas:

Dan Johnson

- Occupation: Volunteer scout leader
- Demographics and Education: 42 years old. Fully trained Scoutmaster.
- Goals and motivation for using the site: Taking a group of scouts (ages 12-15) on a campout. Need to know what type of weather to expect so that he can help the boys be more prepared with appropriate clothing and gear OR make a decision to still camp or cancel the campout if there is severe weather.
- Social: Loves doing things in the outdoors in small and large group settings.
- Technology: Uses a desktop PC for his day job, but mostly uses his android mobile phone outside of work. Tends to use the Opera or Firefox browsers over Chrome.
- Quote: "It's important to be a good example to the boys and always 'Be Prepared' as the Boy Scouts of America scout motto states."

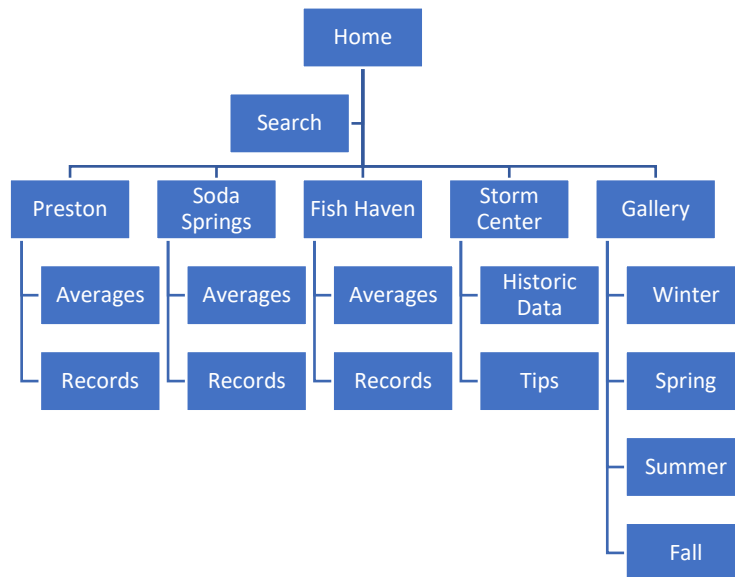
Sarah Billings

- Occupation: City Recreating Manager
- Demographics and Education: 35 years old. Bachelors degree in Recreation management.
- Goals and motivation for using the site: Needs to check in regularly on weather reports so that she can determine whether games can play as regularly scheduled or if the weather will cause a delay or cancellation. Will use information to update Rainout Hotline.
- Social: Sports are her life! Indoor or outdoor. Super competitive but values good sportsmanship.
- Technology: Uses a desktop PC at work, but has an iPhone through work for when she is out of the office. Uses standard built in browsers. Not super tech-savvy, but can do her job without issue.
- Quote: "Let's play ball!"

Scenarios:

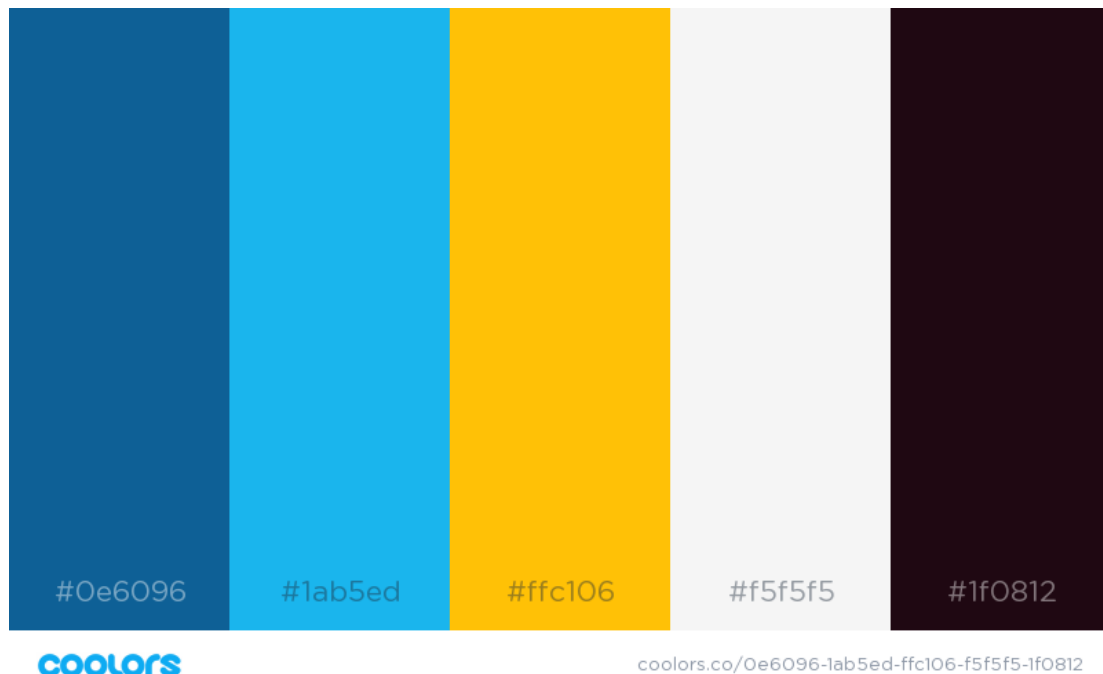
1. What are the weather trends for this area according to historical data?
2. My family will be doing a campout for a family reunion. What is the average weather temperatures and conditions in July?
3. When is the best time to transfer my garden starts outside?
4. There are some unusual weather patterns in the area. What steps should I take to stay safe?
5. What is the weather outside right now so I can leave dressed appropriately?

Site Map



Color Scheme

This is the color scheme with shades and tints of the first three colors also being used. The darker blue is the primary color, with the lighter blue as the secondary. The other three colors will be use as accents, background, and occasional text colors.



Typography

- The heading will all use the Fjalla One font, which is a medium contrast sans serif font.
- The body of the page will use the Raleway font, which is an elegant sans-serif typeface.
- The back-up font-family for the page will be sans-serif.

Examples of text stylings:

Heading Level 1: Fjalla One, Normal Weight, 30px, Color #f5f5f5

Heading Level 2: Fjalla One, Normal Weight, 27px, Color #07304b

Default Paragraph Text: Raleway, Normal Weight, 15px, Color #ffc106