

Weather Site Plan

CIT 230 Web Fronted Development | Harlee Dye

Site Name:

Community Weather at communityweather.us

Site Purpose:

The purpose of this site is to provide viewers with the weather, as well as community information about three Idaho towns. The information should all be updated regularly for convenience of the public. The site should lead to more informed citizens.

Target Audience & Scenarios:

Age: all age groups (excluding young children, below the age of 10)

Income: average household income (which is about \$60,000 annually)

Education: on average GED or a high school diploma minimum

Experience with the Topic: minimal, but basic background knowledge and interest

Family Status: any familial status (ex. single, married, parents, children, etc.)

Personas:

Jane Doe-

Demographics and Education: 32 year old, stay at home wife and mother of 3 children (11, 8, 5 years old); general college associate's degree

Goals and Motivation for Using the Site: keep up to date about community meetings and activities in the town where she lives

Social: active in her community and church, enjoys spending time with her friends who have children similar in age to her own, love spending time doing outdoor activities with her husband and children

Technology: primarily uses the family desktop PC, owns an iPhone that she uses mainly when she is away from home, also owns an iPad, but far less often than other devices

Johnny Smith-

Demographics and Education: 15 year old, high school student from a single parent home; average grades and scheduled to graduate in three years

Goals and Motivation for Using the Site: completing a school project where he tracks the daily weather of his town for two months

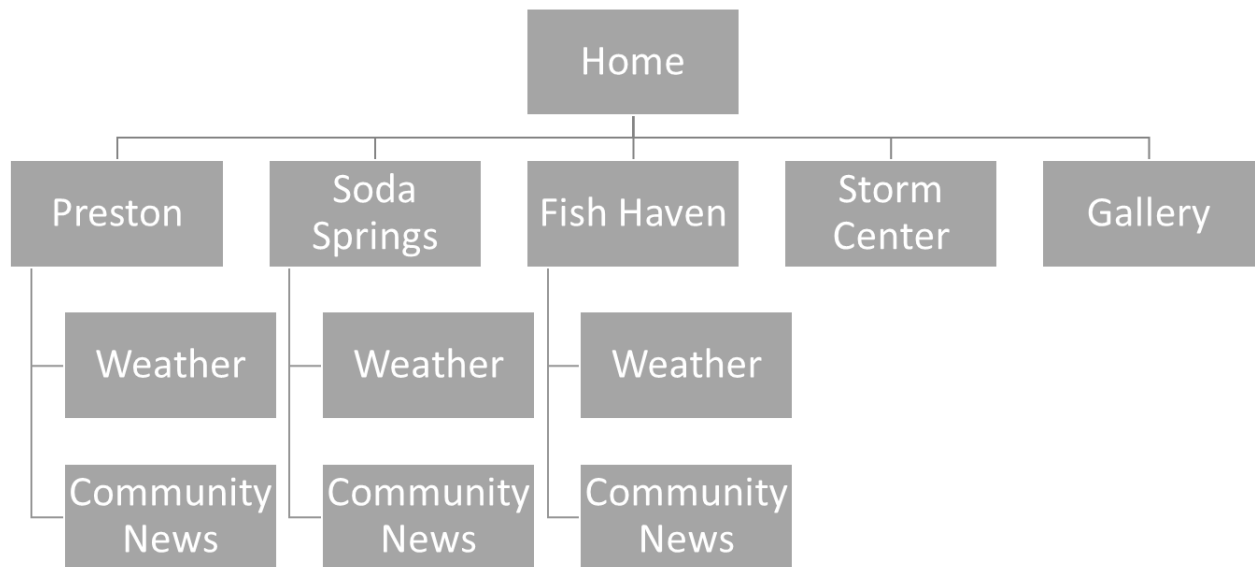
Social: enjoys participating in extracurricular sports, including baseball and track and field, loves spending time outdoors with his friends on the weekend archery hunting and fishing

Technology: he uses MAC laptops that are at the school and also has a iPhone that he uses whenever he isn't at school

Scenarios:

1. What is the purpose of communityweather.us?
2. What information (other than the weather) can I find about my community on communityweather.us?
3. Where can I find emergency weather warnings for all the towns in one place?
4. What bonus material is included on the site, other than weather and community news?
5. How can I request information be posted to communityweather.us?

Site Map:



Color Scheme:

Site Header: #157a6e

Primary Navigation: #6a8d73

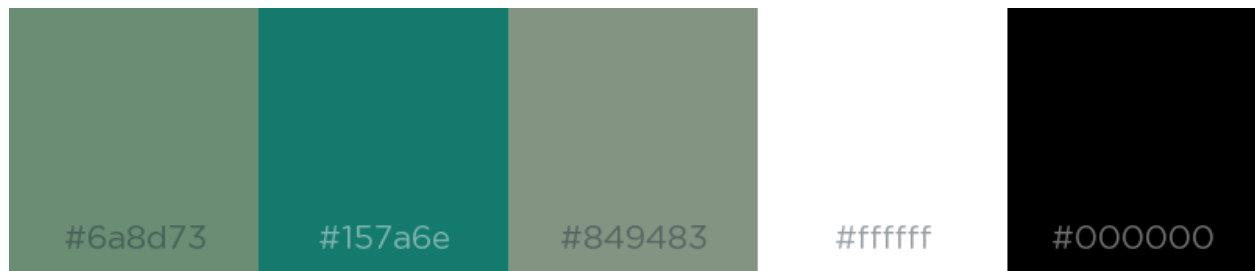
Footer Navigation: #6a8d73

Heading 1: #157a6e

Heading 2: #157a6e

Heading 3: #157a6e

Paragraph Text: #000000



Typography:

Site Header: Roboto Condensed Bold (Open Sans Condensed Bold as backup)

Primary Navigation: Roboto Condensed Bold (Open Sans Condensed Bold as backup)

Footer Navigation: Roboto Condensed (Open Sans Condensed as backup)

Heading 1: Roboto Condensed Bold (Open Sans Condensed Bold as backup)

Heading 2: Roboto Condensed (Open Sans Condensed as backup)

Heading 3: Roboto Condensed (Open Sans Condensed as backup)

Paragraph Text: Roboto Condensed (Open Sans Condensed as backup)

*note that size will vary between elements

Wireframe Sketches:

*will be included at a later date