



Site Plan weather4you.com

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CIT 230

weather4you.org

Site Plan

Site Description

The purpose of this document is to describe the weather4you.org website, its purpose and intended audience, utilization scenarios, and other aspects such as its organization and structure, elements of style, etc. It is to be used as a planning and elaboration tool for the personal site to be developed this semester as part of the CIT 230 course.

Site Name

This site is weather4you.org and it will cost twelve dollars per year. As the website domain name indicates, it will be a site about weather.

Purpose Statement

The main purpose of the website, weather4you.org will be to inform other's about the weather conditions in three different cities of Idaho. These cities will include Soda Springs, Fish Haven and Preston. It will show the current weather, some weather forecasts and some fun events that take place in the different cities of the weather that will be forecasted. There will also be a place to locate everything you need to know about storms for these three cities. The goal of this website is to be a reliable source for the clients and for them to be able to trust the website's weather forecasts.

Target Audience

- Who: The target audience for this site will be the residents (or people who are visiting) of these towns such as Soda Springs, Preston, and Fish Haven which all are in the state of Idaho. The website will be mostly directed towards those who need to find out the weather forecasts for these three towns.
- Age: The homes in these areas will most likely have residents between the ages of 35-55.
- Income: The average income for these three towns is about \$51,000. There are many families with low incomes in these areas because of the small town life and small populations.
- Education: The average person in these towns will be at least a high school graduate. Many will have some college classes under their belt as well.
- Experience with weather:
- Family status: Almost all of the households in these small towns will have the status of a "married" couple.

Personas

Name: Mary M. Davis



Occupation: Stay at home soccer mom

Demographics and Education: 38 years old. She has three kids and is married. She has an associate's degree but dropped out after getting pregnant with her first child.

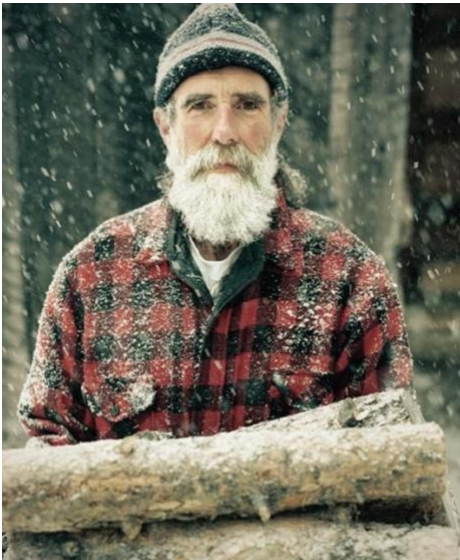
Goals and motivation for using the site: She wants to learn if the weather will be rainy on her sons soccer game or if it will be sunny so she can prepare what to bring and wear.

Social: She is active in her community and in her church. She loves knowing the gossip in the small town that they live in.

Technology: She likes to have the newest iPhones. She does not use an iPad and rarely uses her computer.

Quote: "I love to be on top of things because I can be there to help other out when they do not remember something or are not prepared."

Name: Rick S. Banner



Occupation: Owner of a Bed and Breakfast in Fish Haven, ID

Demographics and Education: 55 years old. He grew up on a farm and turned his childhood home into a Bed and Breakfast with his wife. He is married and they have two children who no longer live in the small town.

Goals and motivation for using the site: He wants to see how the weather will be for the next week so that he can make a good forecast on how much food he needs to purchase for his guests. If it is rainy, they tend to stay inside more so he will need more food than usual.

Social: Rick knows almost every person in the town but does not keep up with everyone. He likes to keep quiet and spend his time with his wife and guests.

Technology: Rick has an old flip phone to do the basic calling. He does have a nice computer to check in guests and check them out, etc. He uses this a lot, especially to check the weather.

Quote: "There is no better feelin' than makin' someone feel special and at home."

Scenarios

Is it going to be sunny at my son's soccer game? Will I need an umbrella for shade?

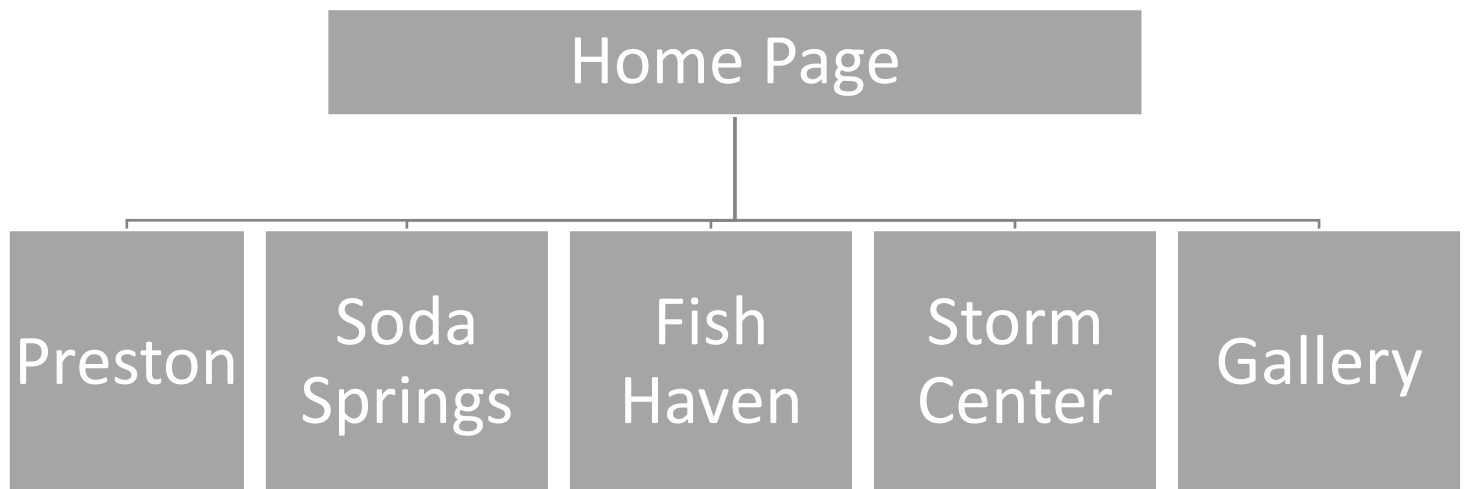
Will it be raining the day we want to go out to Bear Lake?

Will it be raining the week we have guests?

Will it be warm enough to wear a short sleeved shirt?

How will I feel sitting outside planting my flowers for five hours on Saturday?

Site Map



Style Guide

Color Scheme &

Typography



I chose this color palette because I find it to be pleasing on the eye and it reminds me of a beautiful sunset as pictured. This makes me think of the weather which I love.

Main Navigation

[Home](#)[Preston](#)[Soda Springs](#)[Fish Haven](#)[Storm Center](#)[Gallery](#)

The primary text fonts are Adobe Caslon Pro and Heiti TC (stacked in that order).

Site Header	Adobe Caslon Pro	40px	#B3A97D	Sample
Primary Navigation	Adobe Caslon Pro	30px	#506F82	Sample

Footer Navigation	Adobe Caslon Pro	20px	#B5C7DD	Sample
Heading 1 (h1)	Adobe Caslon Pro	30px	#B3A97D	Sample
Heading 2 (h2)	Adobe Caslon Pro	25px	#B3A97D	Sample
Heading 3 (h3)	Adobe Caslon Pro	20px	#B3A97D	Sample
Paragraph text (p)	Heiti TC	16px	#000000	Sample