

How About This Weather - Site Plan

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CIT 230

1. Site Name and Domain

The name of this site will be “How About This Weather,” and the domain name will be howaboutthisweather.com. It will cost \$12 a year to maintain this domain.

2. Purpose

The purpose of this site will be to provide users with the weather conditions, as well as weather-related news and information, in the towns of Preston, Soda Springs, and Fish Haven. Examples of “weather-related news and information” could include things such as “snow days” for the local schools, and road conditions.

This purpose will be achieved through a simple display of the current weather conditions on the home page, and articles and images throughout the site.

The goal is to give the residents of Preston, Soda Springs, and Fish Haven a trustworthy and reliable source for the weather in their respective towns.

3. Target Audience

a. Whitney Davis

- Occupation: Stay-at-home mom
- Demographics and education: 42 years old. Completed a Bachelor’s degree in elementary education.
- Goals and motivation for using the site: Wants to remain up-to-date on the weather conditions in her town so that she can transport her children safely and plan their activities accordingly.
- Social: Very social, neighborly, and involved in the local community and at her children’s school. Enjoys getting her family out of the house for recreation.
- Technology: Mainly uses her iPhone 7 because she is always on the go. However, her family has a Lenovo desktop computer that she will sit down at occasionally.

b. Justin Parker

- Occupation: Farmer
- Demographics and education: 51 years old. Began undergraduate studies in agribusiness, but left school to take over his father’s farm full time.
- Goals and motivation for using the site: Wants to remain up-to-date on the weather conditions in his town because his livelihood is highly affected by the weather, and because he works outside.
- Social: Moderately involved in the local community. Well-known and respected by the community.
- Technology: Mainly uses his iPhone 6 and iPad 4 for internet-browsing. He and his wife share an HP laptop.

4. Scenarios





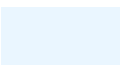
- **Scenario 1:** What are the weather conditions in my town today?
 - Text listing the current temperature
 - Percent chance of rain or snow
 - Icon depicting current conditions (i.e. sunshine, cloud)
- **Scenario 2:** Is school cancelled because of the weather?
 - Text alerting users that school is cancelled
 - Text listing specific school districts that have cancelled school, and any that have not cancelled
- **Scenario 3:** What are the road conditions like in my town today?
 - Text describing roads that should be avoided on the current day
 - Text explaining the safest routes to take to common locations, such as schools or grocery stores
 - Images to accompany text
- **Scenario 4:** What will the weather be like this weekend?
 - Text listing predicted temperatures (10 days in advance)
 - Percent chance of rain or snow, subject to change
 - Icon depicting future conditions (i.e. sunshine, cloud)
- **Scenario 5:** What happened last night due to the weather?
 - Text describing weather-related news
 - Images to accompany the news
 - Text providing helpful tips for future reference to prepare for weather conditions

5. Site Map

						Current Weather Story		
				Home		Current Weather Conditions		
Preston		Soda Springs		Fish Haven		Storm Center		Gallery
Current Weather Conditions		Current Weather Conditions		Current Weather Conditions		Storm Warnings		Images
News		News		News		History of Storms in the Area		

6. Color Scheme

- Main color:
 - #009FFD
 - Header and footer

- Sample: 
- Accent colors:
 - #FFA400
 - Primary navigation
 - Sample: 
 - #2A2A72
 - Headings
 - Sample: 
- Neutral colors:
 - #232528
 - Body text
 - Sample: 
 - #EAF6FF
 - Background
 - Sample: 

7. Typography

- Site header:
 - Segoe UI,
 - 40px
 - White
- Primary navigation:
 - Segoe UI
 - 30px
 - White
- Footer navigation:
 - Segoe UI
 - 20px
 - White
- Heading 1:
 - Segoe UI
 - 30px
 - White
- Heading 2:
 - Segoe UI
 - 25px
 - White
- Heading 3:
 - Segoe UI
 - 20pxwhite
- Paragraph:
 - Georgia
 - 16px
 - Black