

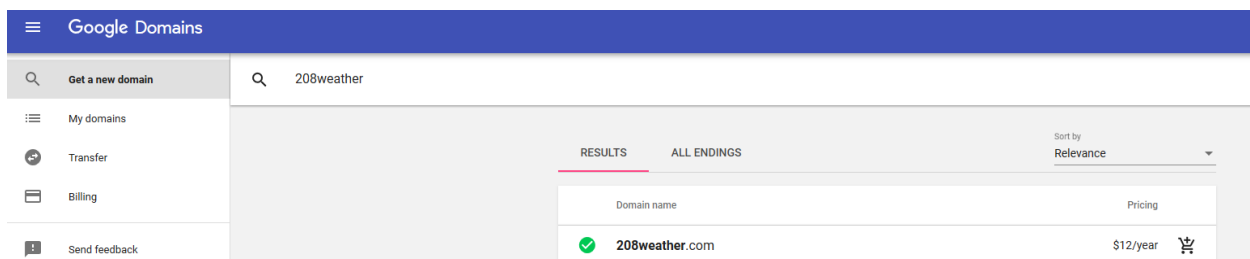
Website Planning Document

Site Description

The purpose of this document is to describe the website Project, 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

The site name is 208weather.com.



Site purpose

The main purpose of 208weather.com will be providing the weather and information related to it to specific regions of Idaho which include Preston, Soda Springs, Fish Haven. There are many tools to find what the weather would be, like Google or Yahoo, but our goal is to personalize the experience to the locals. Providing news and articles that belong to these cities of Idaho so they can feel a sense of belonging. It will also provide other valuable tools and sites like the Storm Center to maintain the most updated information to the users in a simple and friendly interface.

Target Audience

Who: College Students, Parents, School District, Local Government Agencies, Regular Citizen

Age: 18 – 55

Personas

Michael Smith



Occupation: Student at Idaho State University Outreach

Demographics and Education: 22 BA in Exercise Physiology

Goals and motivation for using the site: In a busy life of a student who has several outdoor activities it is important to know what the weather would look like in easy and simple way

Social: Very active individual, loves being outdoors in the country side and practicing different sports

Technology: Mostly uses his laptop and Samsung S9 phone to navigate the internet.

Sofia Brooks



Occupation: Full time mom

Demographics and Education: 35, BA in Child Development

Goals and motivation for using the site: She has two kids that she needs to take to school and to she also takes her oldest son to soccer practice two days a week, because she will have to make sure their kids that the right clothing depending the weather we can provided exactly that and she can be happy with the result of using our site

Social: Family life is important to her, so she would spend a lot of her time in activities related to her kids or in social activities with other moms.

Technology: She would use an iPad or her iPhone

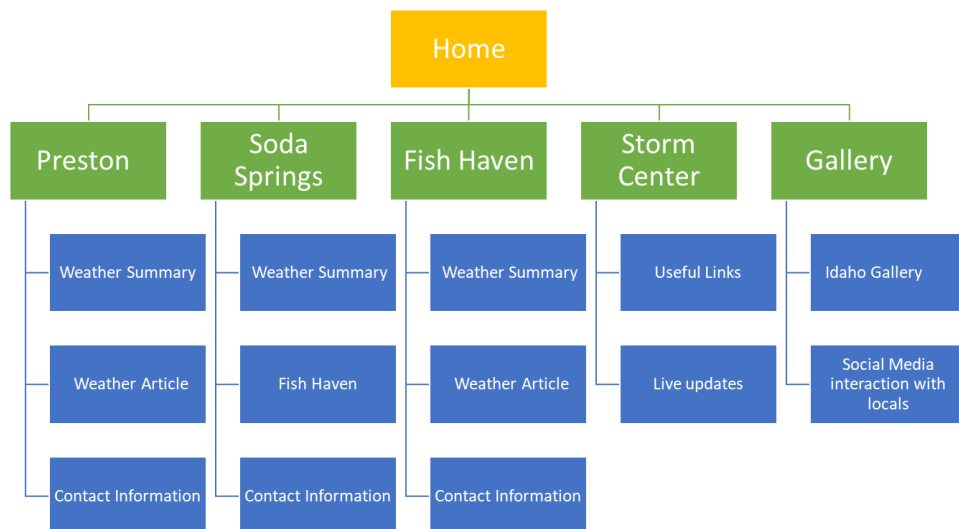
Scenarios:

- Would the weather would affect my soccer practice
- Do I need to give my kids a jacker?
- How can I report to my student's accurate weather information?
- How the weather affects my community and how can I get the information quickly?
- How important is to know the weather in my day to day?

Content Architecture

Site Map

This section describes the basic structure of 208weather.com

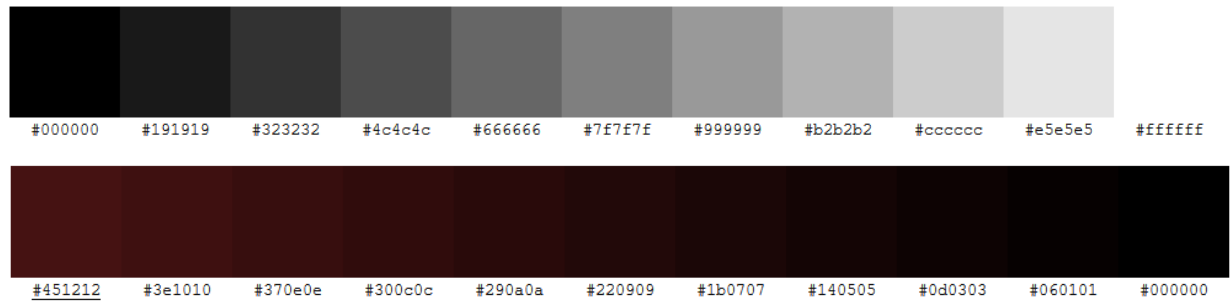


Mobile Structure



Color Scheme

Primary Colors use in different areas of the page including fonts



Example of color applied to a site



Typography

Fonts to be used in different areas of the page template

Headings Google 'Muli', sans-serif;

Body - Arial, Helvetica, sans-serif

Sections - Trebuchet MS, Helvetica, sans-serif