Site Plan

Site Name

The site is going to be called WeatherYouLikeItOrNot.com. This will be a website where users can know the current weather or the forecast for the next seven days in their local area.

Site Purpose

The purpose of the website is to inform users of the weather conditions in the local area and provide brief information about that area. Also, it will feature links to online articles if users may want to know more about the place.

Target Audience and Scenarios

The target audience of WeatherYouLikeItOrNot.com are as follows:

- **Who:** Students, Employees, Professionals, Tourist, and anyone who are always on the go
- **Age:** 14 years old and onwards
- **Technology:** The website will be designed primarily for mobile devices
- **Motivation:** Users will visit the site so that they can be prepared for anything that life- mostly, the weather- might throw at them

Personas

Liza Soberano

- **Demographics and background:** A tourist. 25 years old. Works as a fashion model and earns about $19,116.00 per year. She is a graduate of BS Psychology. In her free time, she likes to travel.
- **Goals and motivations from using the site:** She is travelling in the local area for the first time. Since it rains a lot in the Philippines, she would like to know what activities she can do for the day as it relies heavily on the weather.
- **Technology:** She has a Mac, an iPad Pro and an iPhone XR. As she travels a lot for work, she usually carries her iPad Pro and iPhone XR all the time.
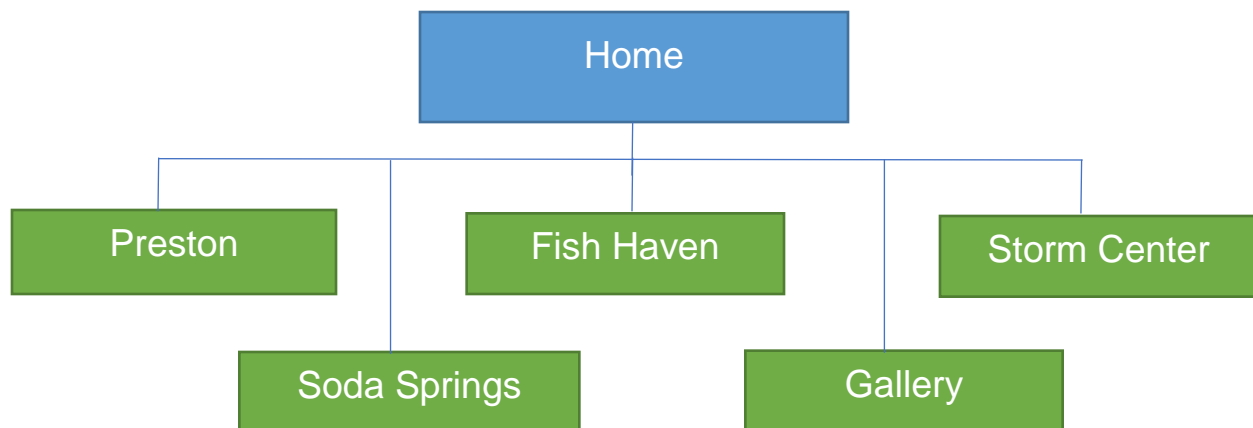
Catriona Gray

- **Demographics and background:** 25 years old. College student. Studies Music. She also does online selling where she needs to meet with clients in public locations.
- **Goals and motivations from using the site:** She attends school in-campus, so it is very important that she knows the weather every day. As she meets with clients, she will visit the website to determine what days are best to meet with them.
- **Technology:** At home, she usually uses her PC. On the go, she uses her iPhone X to check on the internet.

Scenarios

1. What is the weather today?

2. Would it be best to meet with the client today?

3. What should I wear to school today?

4. This seems like a nice place. Where can I know more about it?

Site Map

This is the basic structure of WeatherYouLikeItOrNot.com:

```
                        Home
        ┌────────────────┼────────────────┐
     Preston          Fish Haven      Storm Center
        │                  │
   Soda Springs         Gallery
```

Typography and Color Scheme

Site Header	Rockwell Light	40px	#F55D3E	**Sample**
Primary Navigation	Century Gothic	30px	#76BED0	Sample
Footer Navigation	Century Gothic	20px	#76BED0	Sample
Heading 1 (h1)	Century Gothic	30px	#F7CB15	Sample
Heading 2 (h2)	Century Gothic	25px	#F7CB15	Sample
Heading 3 (h3)	Century Gothic	20px	#F7CB15	Sample
Paragraph text (p)	Arial	16px	#878E88	Sample