

Jordan Fraughton
Website Planning Document

Site name

- “Hot and Cold Weather”
- This site name hotandcoldweather.com is available and costs \$12/year.

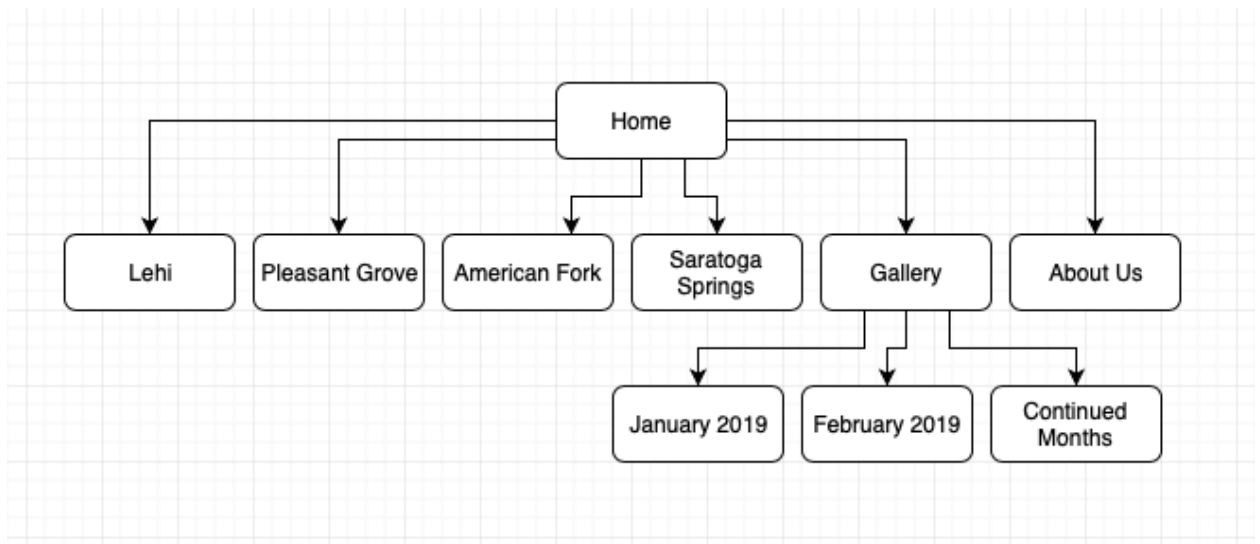
Site Purpose

- The main purpose of hotandcoldweather.com is to give an accurate up to date weather description so that you know what you need to wear that day and what activities to plan.
- This includes current temperature, humidity, wind speed, and current weather conditions (rainy, sunny, snowy, etc.)
- There will be a five-day forecast. This does not include hourly.
- This will only produce the weather for four cities in Utah County, Utah. Lehi, American Fork, Saratoga Springs and Pleasant Grove.

Target Audience and Scenarios

- Personas
 - Bob Lewis
 - Occupation: Bob is retired but was a teacher for many years and now enjoys golfing multiple times a week.
 - Demographics and education: Bob is 80 years old, has used very little technology before and is more of a book person.
 - Goals and motivation for using the site: Quickly and easily see the weather for that day to see if it's a good day to golf.
 - Technology: Bob just recently got his first iPhone and will be primarily using it to use the site.
 - Quote: “I remember when you used to have to go to the library or read the paper to find information.”
 - Art Van de Leigh
 - Occupation: Art is an architect running a small construction company.
 - Demographics and education: 30 years old. A recent graduate in mechanical engineering and architecture with a minor in computer science.
 - Goals and motivation for using the site: Art would like to use the site to plan out his workers weeks and whether the weather will permit them to work in certain cities on certain days.
 - Technology: Art will typically use a desktop to plan out his worker's schedules and would use the site pulled up in a browser.
 - Quote: “Cleanliness is what I look for in my employee's behavior and work. Organization is everything.”
- Scenarios:
 - What's the weather for right now? What about tomorrow's?
 - How can I find another city's weather report?
 - How can I contact this website?

Site Map



Color Scheme

- Primary color: #7FAB8C #408153 #125F26 #E5EEE8 #BFD5C5
- Typography

Site Header	Georgia	40px	#7FAB8C	Sample
Primary Navigation	Georgia	30px	#408153	Sample
Footer Navigation	Georgia	20px	#125F26	Sample
h1	Georgia	30px	#E5EEE8	Sample
h2	Georgia	25px	#E5EEE8	Sample
h3	Georgia	20px	#E5EEE8	Sample
p	Segoe UI	16px	#BFD5C5	Sample