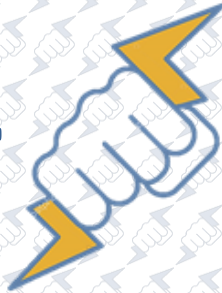# W04- Website Planning Document
Jason Goudie | CIT 230 | BYU Idaho

Site Plan for thefatguyforecast.com
all weather all the time

Site Plan for thefatguyforecast.com
all weather all the time

Site name

- After doing some checking to see if the domain was available thefatguyforecast.com can indeed become a reality. This will be like no other weather site before it and maybe after…

Site Purpose

- The purpose of this website is to provide a real forecast of the weather. Not the fake one the weather man always seems to mediocrely pass by on.
- It will provide riveting up to the minute information like, "its Winter" or, "it could snow today, but we don't really know do we".
- Bottom-line you can trust us not to try and fool you with fancy words like Doppler or Altocumulus. No this site will indeed keep it simple and pay homage to all fat guys out there who just want the weather without all the fancy stuff.

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Target Audiences

- The purpose of the weather industry is to provide weather information like temperature, wind, rain, snow, hot, cold, etc. The problem we see here is they need ratings or site visitors by causing mass hysteria and panicked runs to the store for bread and milk.

- We however think we can garner quite a few visitors by providing vague information so that we can be more accurate. We think this will build loyalty among our customers and they'll keep coming back because we will make it fun and exciting to see what may happen next.

- Of course the main persona or visitor will be the fed up middle aged fat guy that just wants the weather. We think that will span across all income and education ranges.

- Typically fat guys would access our site from their computers at work, home or their smartphone. We'd even like to create one of those fancy apps they can access on their TV.

- We know this site will be so loved by our first persona that it will drive the second persona. Word of mouth will drive our app and site to new heights to grab visitors from all backgrounds. Pretty soon the kids and wives of these fat guys will be clambering to check the weather at thefatguyforecast.com. They'll know they can depend on us to keep them safe and help them dress appropriately for the day at hand.
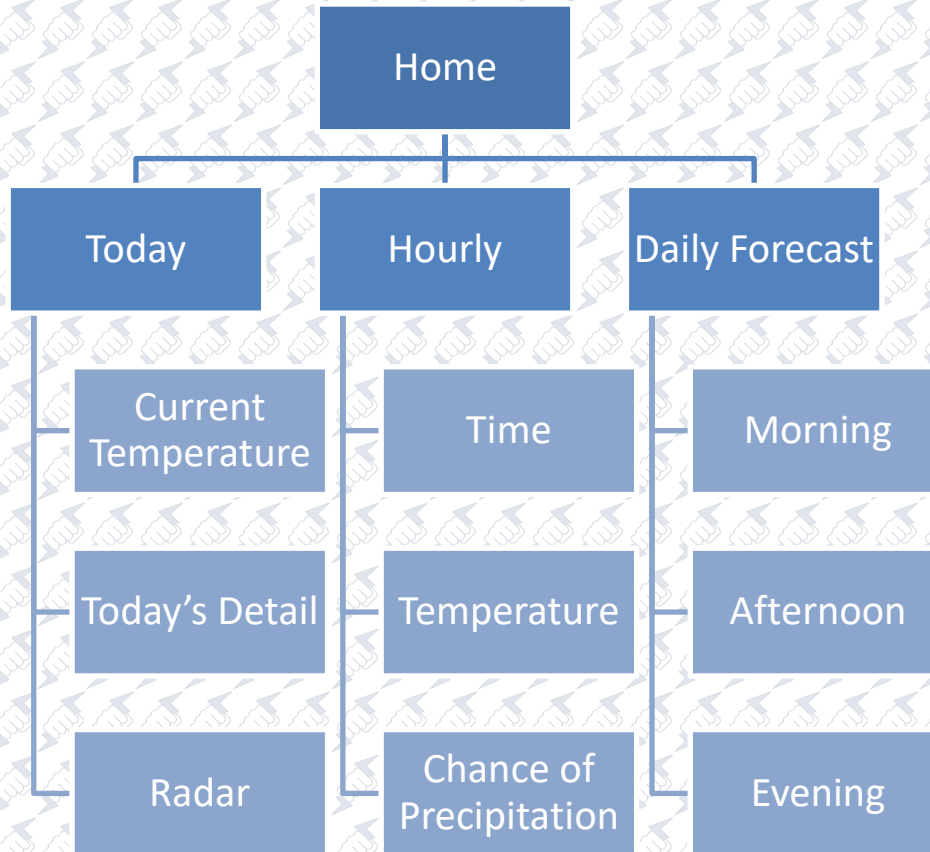
Site Plan for thefatguyforecast.com
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Site Map

Home

Today | Hourly | Daily Forecast

Current Temperature | Time | Morning

Today's Detail | Temperature | Afternoon

Radar | Chance of Precipitation | Evening

Site Plan for thefatguyforecast.com
all weather all the time

Branding

- We will prodigiously use the name thefatguyforecast.com and the lightning fist logo according to PARC web design principles. We plan to use this same branding as you see here in the site plan. Logo, background

Color Scheme

- The trademark colors of the site will be a dark blue, dark yellow and white.

Blue (RGB 55, 96, 146) Hex Code #376092
Yellow (RGB 242, 184, 0) Hex Code #376092
White (RGB 255, 255, 255) Hex Code #FFFFFF

Typography

- The main font for the logo is Impact and for the rest of the site we will use Calibri in various sizes and bold

Font Examples

Impact 16px   Calibri **Bold** 16px

Impact 20px   Calibri **Bold** 20px

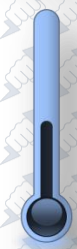Impact 24px   Calibri **Bold** 24px

Site Plan for thefatguyforecast.com

all weather all the time

Graphics

- We will use some weather graphics to convey the actual weather like these below.

Single Day Weather Report

63°F

Saturday:
Hi: 71°F
Lo: 62°F

Sunday:
Hi: 65°F
Lo: 50°F

So far today:

Hi: 65°F Lo: 49°F
Rain: 0.1"
Gust: 7mph E

Wind Chill: 65°F
Humidity: 87%
Dew Point: 41°F

Weather Icons

Weather Forecast Template(°F)

SAT	SUN	MON	TUE	WED	THU	FRI
THUNDER, HEAVY RAIN	SUNNY, LIGHT SNOW	CLOUDY, LIGHT RAIN	HEAVY CLOUD	FEW CLOUDS	CLOUDY	SUNNY, WARMER
63°F	65°F	64°F	69°F	71°F	72°F	70°F
41°F	42°F	43°F	40°F	42°F	39°F	65°F