

DavesWeather.info

1 SITE PLAN

1.1 SITE DESCRIPTION

The purpose of this site is to provide weather information to the covered towns.

1.2 SITE NAME

The site name will be Davesweather.info. this domain is currently showing available at <https://domains.google.com/m/registrar/search?searchTerm=davesweather&hl=en#>

1.3 PURPOSE STATEMENT

The purpose of this site is to display weather for a few select communities in Idaho.

1.4 TARGET AUDIENCE

1.4.1 Personas

1.4.1.1 Joe

Occupation: Chief Operations Officer (COO)

Demographics and Education: 45 years old. 'C' level executive for a major clothing retail company. Has a Masters level education in Business Administration.

Goals and motivation for using the site: View current weather conditions to ensure the team can practice.

Social: Very active individual, loves being outdoors. Volunteers as a coach for his son's pee wee football team.

Technology: Heavy user of technology, considers himself a tech geek.

Quote: "I need an easy way to check if there are lightning strikes nearby that would necessitate moving the kids off the field."

1.4.1.2 Joy

Occupation: retired waitress

Demographics and Education: 65 years old, retired.

Goals and motivation for using the site: View current weather conditions to ensure the team can practice.

Social: Very active individual, loves being outdoors. Walks daily due to family history of heart conditions.

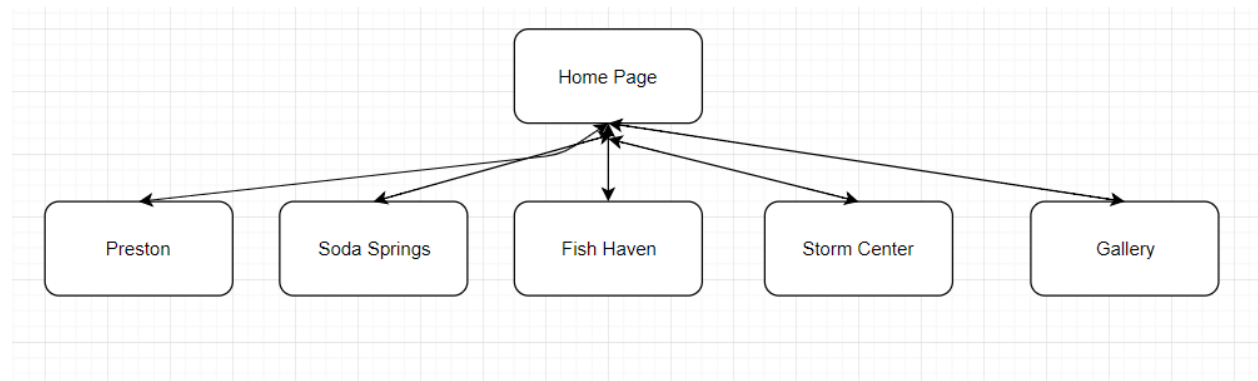
Technology: light user of technology. Rarely uses her cell phone for anything other than making phone calls. Home computer is primarily used to

Quote: "I always check the weather first thing in the morning so I know if I can go on my daily walk before breakfast. If there is bad weather, I just wait for the mall so I can do my walk without battling Mother Nature."

1.4.2 Scenarios

- The home page contains a current weather story with corresponding image and information sections for all three towns.
- The town weather pages contain weather conditions and other town information or relevant articles/content.
- Images are used to reflect the current weather condition data on the town pages and the towns themselves.

1.4.3 Site Map



1.5 STYLE GUIDE

1.5.1 Color Scheme

<https://coolers.co/d0db97-69b578-3a7d44-254d32-181d27>



coolers

coolers.co/d0db97-69b578-3a7d44-254d32-181d27

1.5.2 Typography

Site Header	Exo 2 Semi bold	40px	#3a7d44	Sample
Primary Navigation	Exo 2 Semi bold	30px	#69b578	Sample
Footer Navigation	Exo 2 Semi bold	20px	#d0db97	Sample
Heading 1 (h1)	Exo 2 Semi bold	30px	#d0db97	Sample
Heading 2 (h2)	Exo 2 Semi bold	25px	#d0db97	Sample
Heading 3 (h3)	Exo 2 Semi bold	20px	#d0db97	Sample
Paragraph Text (p)	Exo 2 Semi bold	16px	#d0db97	Sample

1.5.3 Navigation

Home, Preston, Soda Springs, Fish Haven, Storm Center, and Gallery.

1.5.4 Responsiveness

The site supports responsive design techniques allowing delivery of the site and its content on all classes of devices—large-wide screens (desktop/laptop), medium-screens (tablet), and small-screens (smartphones).

1.5.5 Wireframe

