

Joshua Watkins

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Site plan document

Website Name: The Weather Potato

Domain: theweatherpotato.com

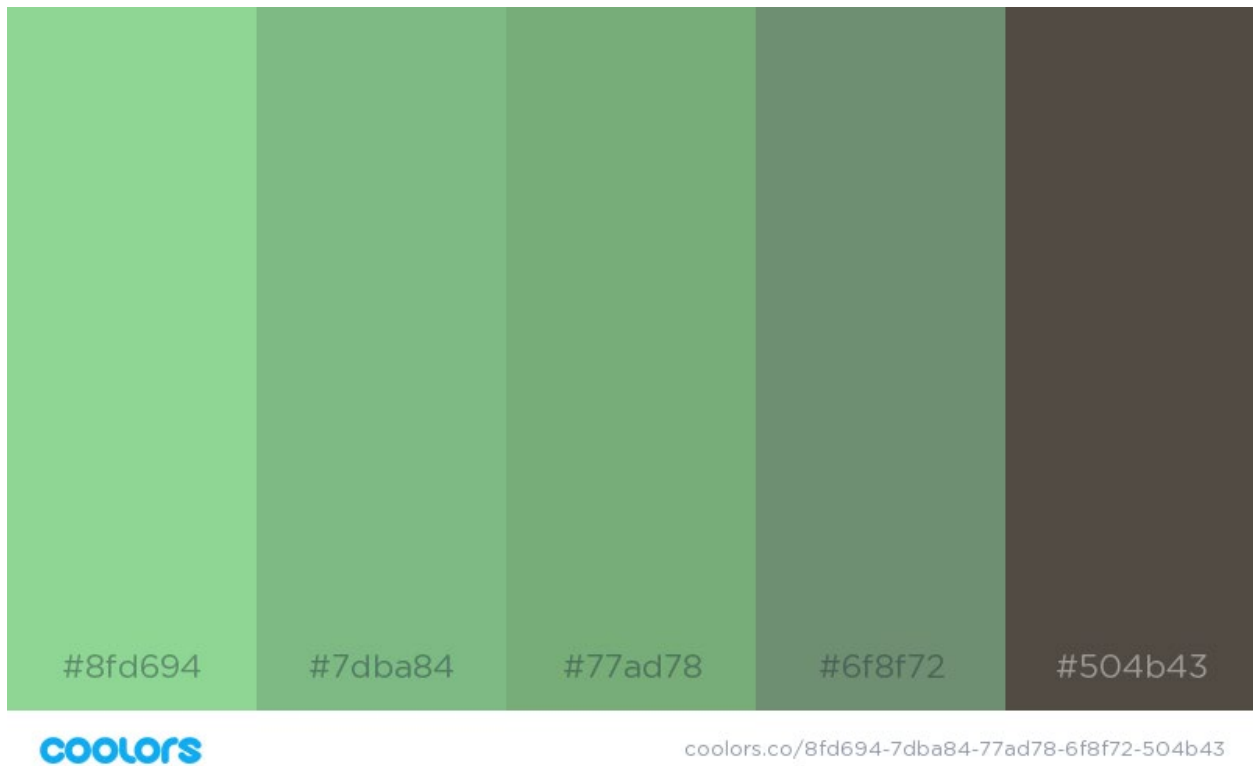
Purpose: To provide weather updates, storm warnings and local news to the local Idaho area of Preston, Soda Springs, and fish haven. As well as to show off some of the towns features in a photo gallery.

Audience:

Age:16-100

Motivation: to find what the weather will be like for a specific day of the week and/or day as well to check the local news events.

Technology: has a phone and/or a computer and has some general computer knowledge.



Main colors: #77ad78 for header and footer.

#504b43 for article, contact info text

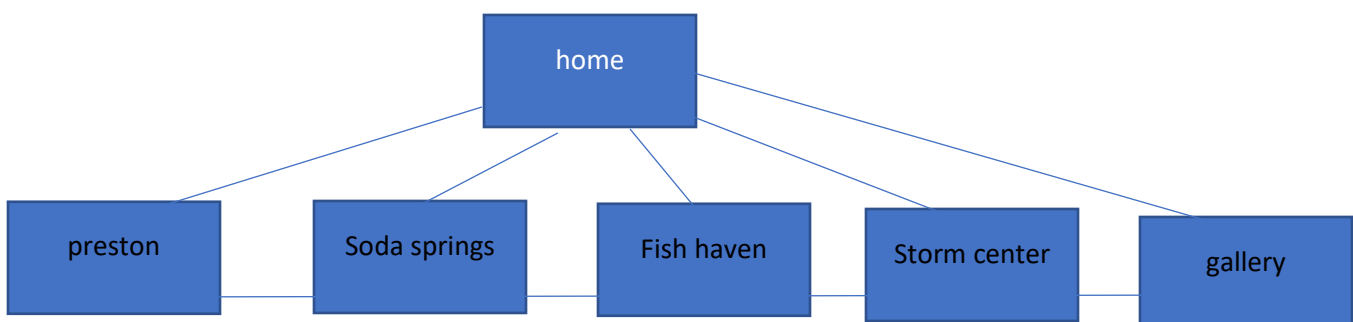
#7dba84 for footer map, nav bar

#8fd694 for current page(active page) with #fff text

#6f8f72 for motto and town name

Text: Arial with variations is weight

Site map:



personas:

Billy Bob Joe

Gender: male

Occupation: construction worker

Demographic and Education: 30 year old Latin American with a High school diploma as well as some college.

Motivation to use the website: to check the weather to see if day is going to have inclement weather or not so he know not to go to work or not on the days he is supposed to work but can't to weather conditions.

Social: works out and plays video game on his free time which he tries to do both twice a week. Friday nights he goes to the club with his friends.

Technology: uses his phone for most of his needs and keeps in touch with his friends and family through social media.

Personas 2

Mrs. Potato Head

Gender: female

Occupation: stay at home mom

Demographic and Education: 35 year old Caucasian with a bachelor's degree in the arts who as two children which are very active.

Motivation to use the website: to check the weather to see what the day will bring so she can know what here children should wear and/or bring for the day. She also likes to check the local news for any fun events for the family to do on the weekends.

Social: while her children are at school, she attends the neighborhood book club. On the weekends she spends her time with having fun with the family.

Technology: uses her phone for mostly to talk back and fourth with her family and friends through social media and phone call with a text here and there.