



Site Plan

Site Description

This document was created to describe the site plan of the WeatherForecastingNow.com website: its purpose statement, target audience, scenarios for the usage of this website, and other technical aspects, such as the content architecture, elements of style, responsiveness, etc. Following the best practices and development specifications, this document will be used as a planning document for the personal site to be developed through this semester as part of the CIT 230 course. It is to be used as a planning and elaboration tool for the personal site to be developed this semester as part of the CIT 230-07 course.

Site Name

This site is going to be called **WeatherForecastingNow.com**. As the name suggests, this site will be an informative of local weather conditions for the users.

Purpose Statement

The main purpose of the WeatherForecastingNow.com website will be to show users their local weather conditions in a simple but responsive website. The main idea is to show exactly what the user needs to know (for example, weather conditions for the next weekend or holiday) without too many links or buttons to click. Simple information right in the front page for a better user experience.

Target Audience

The target audience of the WeatherForecastingNow.com site is described below:

Who: Tourists, Backpackers, and anyone interested in the weather conditions of a specific location in the world.

Age: 12 to 100

Motivation: Improve knowledge of the weather conditions for the next few days for anyone who is interested in preventing any weather related problems (such as colds, burns, rainy days, etc.)

Personas

Eric Barbosa Nagao



Occupation: Archeologist, has many activities involving fossils from different countries.

Goals and motivation for using the site: Wants to make sure he has what is needed when out to prevent burns from deserts due to the different climates his profession involves.

When will you use this website: Before he travels to a different country or state for fossils research.

How will you use this website: He will use mostly in his mobile device. He has an iPhone and uses the resource to “save a page as an icon”. With that resource, he can access in one click the WeatherForecastingNow.com website.

Luiz Antonio Bezerra



Occupation: IT Programmer and Project Manager, in most of the time he is traveling around the city to talk with his company customers.

Goals and motivation for using the site: Wants to know when it is good weather for driving his car, or if he should take a bus or a train. Hates rainy days, so he wants to know when it will be sunny due to the large traffic of cars in rainy days, for a better decision making regarding the transport that should be used.

When will you use this website: Every day of the week (excluding weekends and holidays) before he leaves his house to the customers.

How will you use this website: He will use in a desktop device. It will be easier to know how is going to be the weather for the next week by saving the website in his Favorites.

Also, he works with Google Chrome syncing through his Google account, so he can access the WeatherForecastingNow.com anywhere from any device that has access to the internet.

Scenarios

1. What is the ideal of WeatherForecastingNow.com (WFC)?
2. What's the weather going to be this week at the city I'm planning to visit?
3. What are some preventions I should take against weather related problems?

Content Architecture

Content List

This section describes how each of the three scenarios identified before will be met, through providing appropriate and well organized content, following the best practices of web designing.

Scenario 1: What is the ideal of WeatherForecastingNow.com (WFC)?

- A paragraph explaining what is the ideal of WFC (inside the “About WFC” section), a quick guide on how to view other locations from different cities and countries through the website.

Scenario 2: What's the weather going to be this week at the city I'm planning to visit?

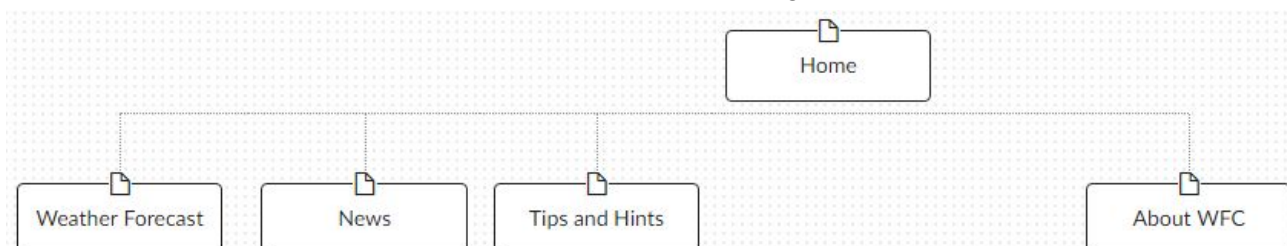
- Geo-localization widget or API according to where the user is accessing WFC, with the temperatures related in Celsius (°C) and Fahrenheit (°F).

Scenario 3: Small tips and hints for prevention against weather related problems?

Random videos displayed in the website from Safety Memos (youtube.com) with tips for hot and cold weather problems.

Site Map

Below we have the basic structure of the WeatherForecastingNow.com website:



Style Guide

This section describes the aesthetic and visual plan for the WeatherForecastingNow.com web site.

Color Scheme

Primary colors used for the background, text, links, highlights and logos of the WeatherForecastingNow.com web site.

Primary Colors: #252BA0 #6E72B9 #7279f6 #969BFB #B1B4FB

Below there is an example (for visualization purposes) of how these colors can be applied to the web site:



(This color scheme was generated through <https://colorschemedesigner.com>)

Typography

Describes the fonts, font sizes, styles, and line height used in the SOAtheory.com web site. Table shows user the color, size, and font used in each of the areas of the page template.

Object/Item	Font	Size	Color
Default Paragraph Text (p)	Helvetica Weight: Normal Style: Normal	15px	#000000
Heading Level 2 (h2)	Arial	20px	#6E72B9
Heading Level 3 (h3)	Helvetica Weight: Bold Style: Normal	18px	#7279f6

Credits

All of the material used for reference to this Site Plan was created with the tools provided from BYU-Idaho CIT 230 course, such as the writemaps editor and the SOAtheory.com project example (which is the site plan I based off to make mine own).