



The Rural Journal

Site Plan

Site Description:

The purpose of this document is to describe The Rural Journal website theruraljournal.com, its purpose and intended audience, utilization scenarios, and other organization and structure aspects. It is intended to be used as a planning and elaboration tool for the site to be developed as part of the Spring 2019 semester of the CIT 230 course.

Site Name:

The site will be theruraljournal.com. This site will be the location of the Weather Site Project.

Site Purpose Statement:

The main purpose of theruraljournal.com will be to inform users about the weather and other community related information for Preston, Idaho and surrounding areas.

Target Audience:

Who: Residents of the Preston, Idaho (and surrounding areas), as well as others who are interested in the happenings in the region.

Age: Ages 14-80

Technology: Primarily home internet users, with some site use in school or workplace environments.

Income: Income levels will vary from lower-middle-class to upper-middle-class, since the site will be used by citizens of all ages.

Motivation: Provide information about the area, including weather updates and community information.

Personas:

1. Evelyn Smith

Occupation: High School Student

Demographics and Education: Evelyn is 16 years old. She is active in her high school environmental club, who has recently been named club president. She is responsible for finding locations for club activities, which include field trips and site clean-up efforts. Education: current high school student.

Goals and Motivation: Learning about potential locations for the club to visit in the area. Also, will want to learn about expected weather conditions and climate of the region, as they will relate to student field trips.

Social: Outgoing and ambitious. Wants to be taken seriously as a leader and fulfill her responsibilities as club president.

Technology: Intermediate user. Frequent use of iPhone, including a wide variety of games, social media apps, and other mobile internet usage.

2. Jared Adams

Occupation: Stay at home parent

Demographics and Education: Jared is 28 years old. He is a college graduate who has opted to leave the workforce to stay home and care for his 3 year old son.

Goals and Motivation: Finding information about local resources for hiking, parks, and other types of outdoor recreation. Will also be interested in weather as it relates to planning outings.

Social: Outdoor activities such as camping, hiking, and skiing are important to Jared and we wants to incorporate these types of activities in his son's upbringing. He feels responsible for coordinating the family's social life.

Technology: Intermediate user. Uses an Android phone and an iPad tablet. Familiar with business related software. Does not spend much time socializing on the internet. Mainly uses the internet for shopping and looking up information.

3. Paula Browning

Occupation: Office Manager

Demographics and Education: Paula is 45 years old. Paula has an Associate of Arts degree in general studies. She has worked in business offices since college. After her previous employer closed, she experienced several months of unemployment. She recently moved to the Preston area when she was hired as the new Office Manager for a regional paper company.

Goals and Motivation: Paula is anxious to make a good impression in her new job. One of her first major tasks is to organize the annual company picnic. Since Paula is new to the area, she needs more information for planning a successful event. She needs to know what locations might be available and what type of weather to plan for.

Social: Paula is an introvert, who doesn't go out much. She crochets blankets for charity and enjoys watching classic movies.

Technology: Novice. Paula uses work-related computer programs, personal email, and Facebook only. Not comfortable with anything more complicated than a basic website.

Scenarios:

1. What is the current weather in the Preston area?
2. What is the general climate in the Preston area?
3. What are some scenic locations that visitors would enjoy?
4. What is the scenery like?
5. What type of outdoor recreation options are available?
6. What sites would be appropriate for field trips?

Sitemap:

Color Scheme and Typography:

Object/Item	Font	Size	Color
Background	n/a	n/a	#bfefff (light blue)
Default Paragraph Text	Helvetica Weight: Normal Style: Normal	14px	#000000 (black)
Heading Level 1 (h1)	Arial Weight: Bold Style: Normal	20px	#000000 (black)
Heading Level 2 (h2)	Arial Weight: Bold Style: Normal	18px	#000000 (black)
Other Heading Levels (h3-h6)	Arial Weight: Bold Style: Normal	16px	#000000 (black)
Navigation Anchor Selected	Arial Weight: Normal Style: Normal	14px	#454545 (gray)
Navigation Anchor Unselected	Arial Weight: Normal	14px	#000000 (black)

	Style: Normal		
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Navigation:

Navigation at the top of the page will have the following characteristics:

- Selected item: Blue (#87CEEB) background, black text (#000000)
- Unselected item: White (FFFFFF) background, black text (#000000)
- Dropdown navigation menu: Blue (#87CEEB) background, black text (#000000)