



SITE PLAN

Site Description

The purpose of this document is to describe the my-weather.com.br website, its purpose and intended audience, utilization scenarios, and other aspects such as its organization and structure and elements of style. 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 course.

Site Name

The site name is my-weather. It has been chosen so that the user can identify with the name so that he knows that there will be information about his weather.

Purpose Statement

The purpose of this site is to give access to complete information on the climate of and 3 different regions in Idaho (Preston, Soda Springs and Fish Heaven.) The site user will be able to access from different platforms a responsive site that will inform the weather in real time and also weather information in the next 5 days. The site will also provide additional and curious information from each region.

Target Audience

The target audience of the my-weather.com website is described below:

Who: Anyone who has an interest in knowing the weather and know some interesting aspects of these 3 places in Idaho: Preston, Soda Springs and Fish Heaven.

Age: 12 to 110


Gender: All the gender groups.


Professional: People who are moving to work or from work to home and application drivers, tourists and trippers.

Income: All age groups of income.

Motivation: Users residing in these places who are interested in knowing the weather of their region.

Personas

Persona:	Geane Costa
Photo:	
Demographics:	<ul style="list-style-type: none">• 36 Years old• Married• Mother of two children
Goals and tasks:	She takes care of her children. Their main assignment is to prepare them for school and to educate them.
Motivation for using the site:	Knowing the weather in real time when you are driving and picking up your children from school.
Technology:	Usually uses the Smartphone as the main source of consultation for social networks, news, games and weather information. She is connected on Internet 100% of her time.
Quote:	"My family's happiness is the most important thing in my life".

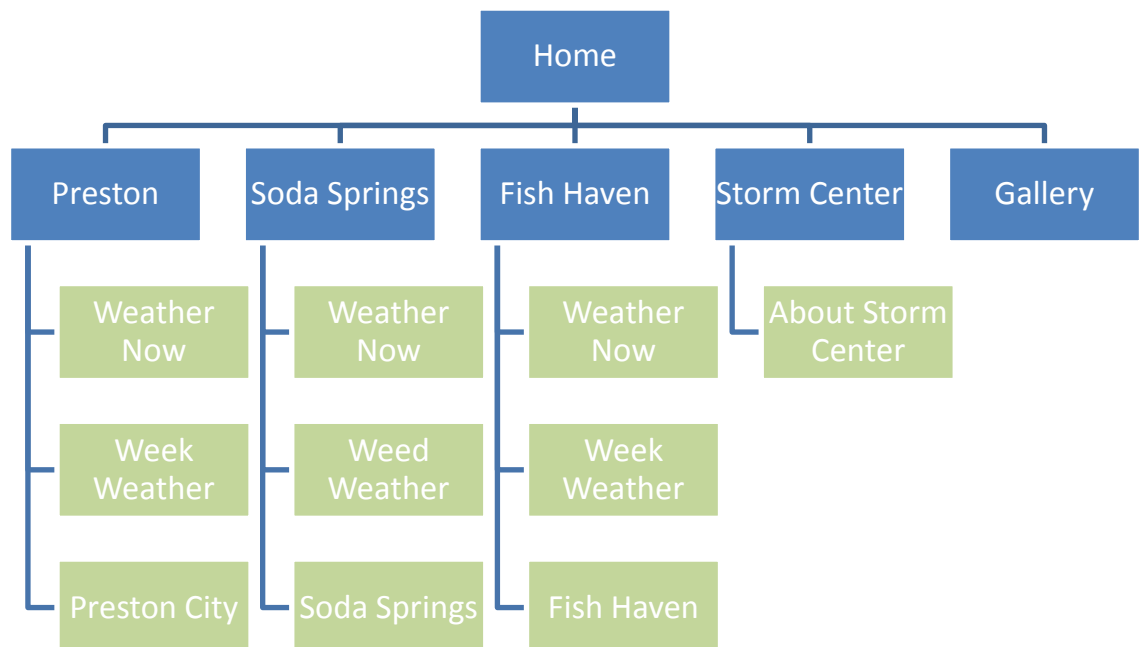
Persona:	Luiz Nunes
Photo:	
Demographics:	<ul style="list-style-type: none">• 62 Years old• Married• Father of three children
Goals and tasks:	He works as an application driver.
Motivation for using the site:	He works as an application driver in one

	of the neighborhoods that the site will inform the weather. You will use the site frequently to check the weather in the area and also for the next few days.
Technology:	Usually uses the Smartphone as the main source of consultation for social networks, news, games and weather information. He is connected on Internet 80% of his time.
Quote:	"Never be discouraged, even if everything is against you around you."

Scenarios

1. What is the weather in my neighborhood now?
2. What is the weather during the week in my neighborhood?
3. Will there be too much wind tomorrow?
4. On what day of the week do people in the neighborhood need a Uber?
5. Where do I find a store to buy a Rain Umbrella and Sunscreen?
6. I want to go to the park on Thursday, how's the weather?

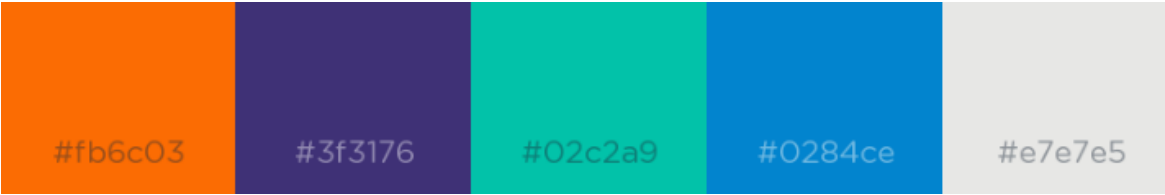
Site Map



Color Scheme

Describes the background, text, links, accent(s), highlights, and logos:

Primary colors:



Typography

Describes the fonts, font sizes, styles, and line height:

Item	Font	Size Font	Background Color	Font Color
Header H1	Tangerine (Google fonts)	60px	#fb6c03	White
Header <i>motto</i>	Ubuntu	20px	#fb6c03	Black
Nav	Ubuntu	16px	#02c2a9	Black
h1	Ubuntu	25px	#e7e7e5	Black
p	Ubuntu	15px	#0284ce	Black
h2	Ubuntu	18px	#e7e7e5	Black
Footer	Ubuntu	15px	#fb6c03	White