



## **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 the metropolitan region of São Paulo - Brazil. 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](http://my-weather.com) website is described below:

**Who:** Anyone who lives in the metropolitan area of São Paulo, in the neighborhoods: Guarulhos, Vila Guilherme and Morumbi.

**Age:** 12 to 110


**Gender:** All the gender groups.


**Professional:** People who are moving to work or from work to home and application drivers.

**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"><li>• 36 Years old</li><li>• Married</li><li>• Mother of two children</li></ul>
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".

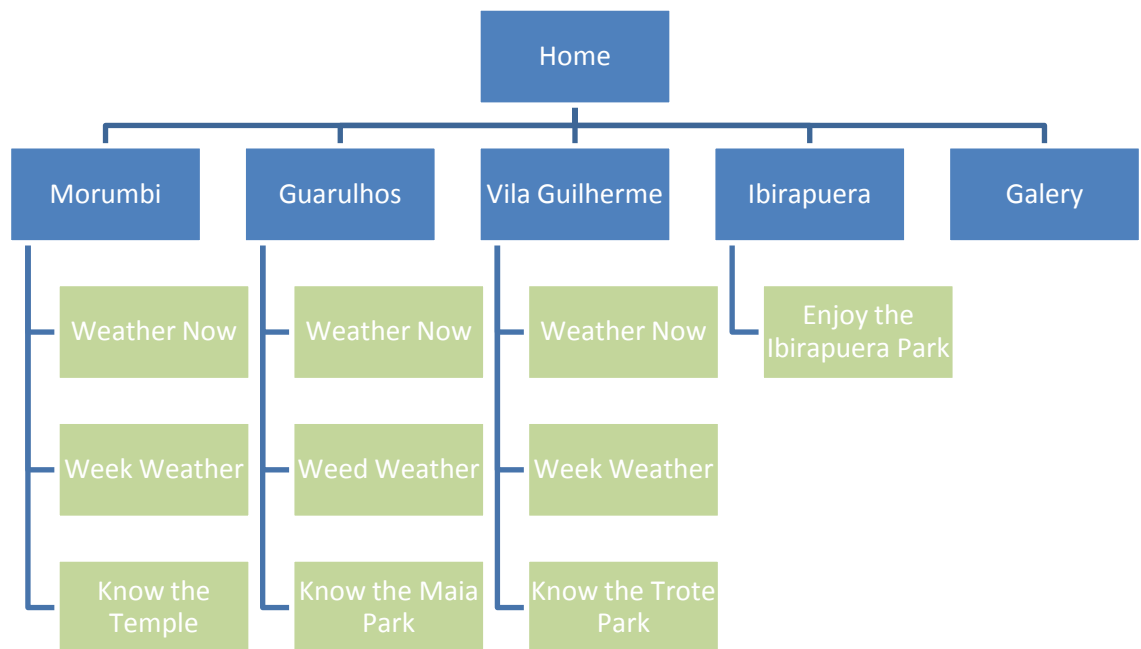
Persona:	Luiz Nunes
Photo:	
Demographics:	<ul style="list-style-type: none"><li>• 62 Years old</li><li>• Married</li><li>• Father of three children</li></ul>
Goals and tasks:	He works as an application driver.
Motivation for using the site:	He works as an application driver in one

	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?

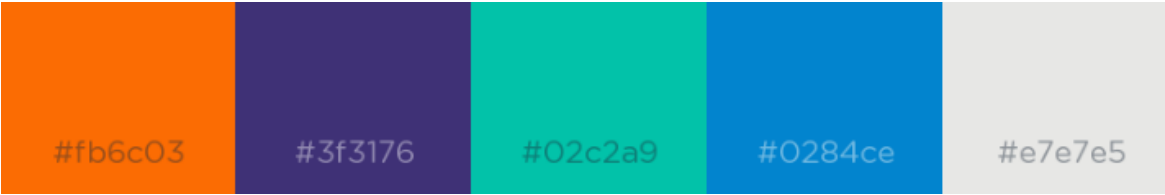
## Site Map



# 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	Color
Header	Calibri	35px	#fb6c03
Footer	Calibri	10px	#fb6c03
h1	Calibri	25px	#e7e7e5
p	Arial	15px	#02c2a9