

W04 Submission: Website Planning Document

An appropriate site name (not "The Weather Site") and domain name

Name: What's in the Sky

Domain name: **whatsinthesky.net**

The site purpose

The main purpose of this website is to inform its visitors about the weather conditions in Preston, Soda Springs and Fish Haven. Each one of these city's will have their own pages with specific weather tips. For example, a lot of people go to Bear Lake in Fish Haven and they would like to know what the weather is like to go boating during the summer. Others in Soda Spring, for example, would like to know about snow storms while they get ready to work during the winter. This website will also provide images of these cities and weather conditions, the minimum and maximum temperatures for each day in a week and notifications in case of precipitation and snow storms. Additionally, visitors will be notified through alerts in case of major storms and other dangerous natural events. The objective is to help visitors prepare ahead of time for the weather conditions.

A description of the target audience including personas with at least five scenarios

The targeted audience for this website are adults from 20 years of age and up. This website is mostly for active people that go out frequently, like to plan vacations or that need to verify the weather information before going to work. This is also great for people that are not from Idaho and would like to visit the great attractions there such as the Soda Spring Geyser and the Pebble Creek Ski area.

First scenario:

Bob is a 45 years old father and would like to take his family to go Ice fishing at Fish Haven during this winter. He goes to the "What's in the Sky" weather site to see if there would be any snow storms during the days he plans to go fishing. He is a busy man, so he prefers using his cellphone to find out about the weather. He likes this website because it provides all the information he needs to prepare for this activity and the site is also mobile

friendly which makes it easy for him to find the information he needs. Knowing about the weather is very important for him because if the weather is not good for going fishing, he will probably go back to work. He finds the information he needs by clicking on the “Fish Haven” tab and searching for snow storms or by going to the “Storm Center” tab.

Second scenario:

Martha is 24 years old and she works full-time at a highly stressing job. She would like to go visit a friend in Soda Springs, Idaho on Friday after work. Last time she visited this friend, there was a terrible snow storm and she was unable to go back home, missing work on the next day. She can't miss work again, so she goes to the “What's in the Sky” weather website to find out if there would be any snow storm Friday night. She accesses the website through her phone since it is easier during her lunch break. She clicks on the “Soda Springs” tab searches for the weather broadcast.

Third scenario:

Joanna is 20 years old, lives in Preston and loves the winter time. She likes to go outside when it is not too cold and set up a bonfire. She plans to have some friends over on Saturday and would like to set up a bonfire and eat s'mores. She likes to read and uses her computer all the time for research. She prefers bigger screens, so she visits the “What's in the Sky” weather site using her IMac to know if it's going to rain on Saturday and if the temperature is bearable for a bonfire during this winter. She clicks on the “Preston” and looks for the weather broadcast on that region.

Fourth scenario:

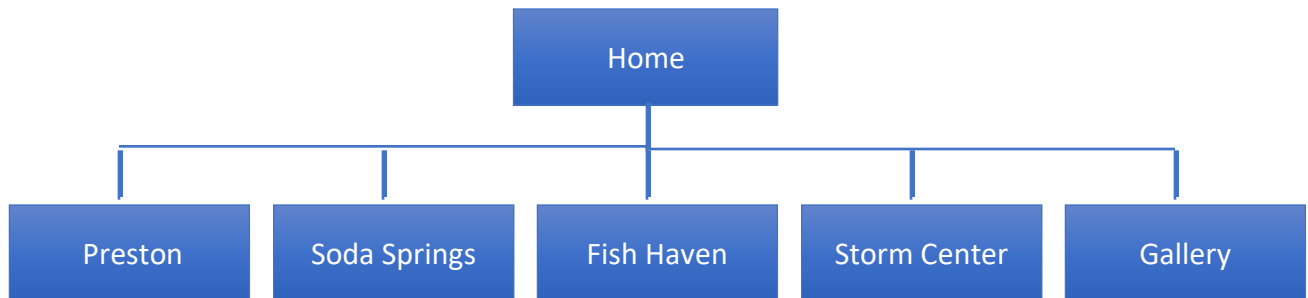
Katia is 35 years old, lives in Preston and works as a nurse. She is married and has three kids. She works long hours during the week and her husband is traveling for work. Last week her kids didn't go to school because of a snow storm and she had to come back home to stay with them. This week she can't miss work so she goes to the “What's in the Sky” weather website before leaving for work in the morning to make sure that she won't need to call a nanny to stay with the kids. She clicks on the “Preston” or the “Storm Center” to see the latest news on the weather and possibility of a snow storm. She uses her phone to access the website since it is easier for her while she gets ready for work.

Fifth scenario:

Laura is 35 years old, married to Josh who is 38 years old and they have two kids. Every winter they like to go to Soda Springs to see the geysers and ski. Josh wants to go skiing on Thursday, but Laura is not so sure if it will be raining that day. She visits the

“What’s in the Sky” weather site to confirm if the weather will be nice for skiing otherwise they will choose to do other activities inside. She accesses the site through her computer while relaxing at the resort and clicks on the “Soda Springs” tab checking the temperature and chances of precipitation for Thursday afternoon.

A simple sitemap



A color scheme with references to elements/content and typography selections with references to elements/content

The primary color for the website is #008CC4 which is a type of blue and the secondary color is #e99002 which is a type of orange. I used this orange in several of the headers like the top title and the town name. For other small headers and the menu background, I used the blue color. I also used white for the menu links and #006687 as my active link button text color. The main text color is black for the rest of the website to contrast with the white background.

I used the pairing of the fonts Merriweather and Montserrat, both of which are google fonts. The Merriweather font was used for the main header title and Montserrat for the default text font. I used different sizes of Montserrat to give emphasis to certain parts such as secondary titles.