

Maria Beatriz Castellanos

Brother Mike Odom

CIT 230

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SITE PLAN

Site Name

This site is going to be called Just Weather and its domain will be justweather.org.

JustWeather®

Purpose Statement

The main purpose of the justweather.org website will be to show the current weather story of three towns: Preston, Soda Springs, and Fish Haven. A secondary purpose is to provide additional weather information and data of the towns including some relevant articles. The justweather.org website will also be used to give recommendations like road conditions and clothing.

Target Audience

The target audience of the justweather.org website is described below:

- **Who:** Weather Reporters, Climatologists, Meteorologist, and others interested in information about weather data.
- **Age:** 25 to 100.
- **Technology:** Professionals who have access to internet through laptops, tables, and cellphones. Professionals involved in news (television, radio, and social media).
- **Income:** Income levels will typically be between \$80.000 annually.
- **Motivation:** Improve knowledge of weather conditions of specific places.

Personas



MARIA JOSEFA CORONEL

- **Occupation:** Director of Weather News.
- **Demographics and Education:** 45 years old. Has a Masters level education in Journalism. Today is the Director of Weather News in USAToday News.
- **Goals and motivation for using the site:** To have updated and real climate information and data to inform through the news.
- **Social:** Active individual, loves her job and working with her team in her department. Enjoy having time with her husband and two children. She is an environment's defender.
- **Technology:** Minimalist. Uses mostly her iPhone X, and her MacBook Air. She also uses and iPad Air. She navigates in many weather websites through Apps although she prefers to investigate in websites. Uses mostly Microsoft Office Software (Word, PowerPoint, and Excel).
- **Quote:** "Always go too far, because that's where you'll find the truth."



ALFONSO ESPINOSA DE LOS MONTEROS

- **Occupation:** Regional Climatologist.
- **Demographics and Education:** 70 years old. Has a Ph.D. in Meteorology from the University of Wisconsin-Madison. Today is the Regional Climatologist in the Western Regional Climate Center.
- **Goals and motivation for using the site:** To investigate the current climate of specific places to be able to study climate change and the variation in data in recent years.

- **Social:** Likes to visit different places to study the weather, loves reading scientific books and be informed about climate changes. He likes to work outdoors.
- **Technology:** He uses a MacBook Air, and his cellphone which is an HTC, and always take it with him in his travels. He loves to buy books to read, he doesn't like to know that you are able to read books online. He loves the smell of books. Because of his job he uses different computer skills as DPL, dplR, detrendR, BioIndie, SCIEM PAST4 and OSM. NetCDF libraries, ESRI ArcGIS which are GIS softwares.
- **Quote:** "We are the first generation to be able to end poverty, and the last generation that can take steps to avoid the worst impacts of climate change."

Scenarios

1. Why is important to know the current weather information?
 - Text explaining the importance of current weather information and its benefits.
2. How is the weather in Soda Springs or any other city?
 - Infographic showing current data of weather conditions.
 - Meteorological images to show current weather condition.
3. What is the level of humidity in my city?
 - Infographic showing current data of weather conditions.
4. If it's cold, how are the road conditions?
 - Infographic to show road conditions.
 - Images and text describing recommendations.
5. It is this information reliable to transmit to citizens?
 - List of sponsors.
 - Text explaining our sources.

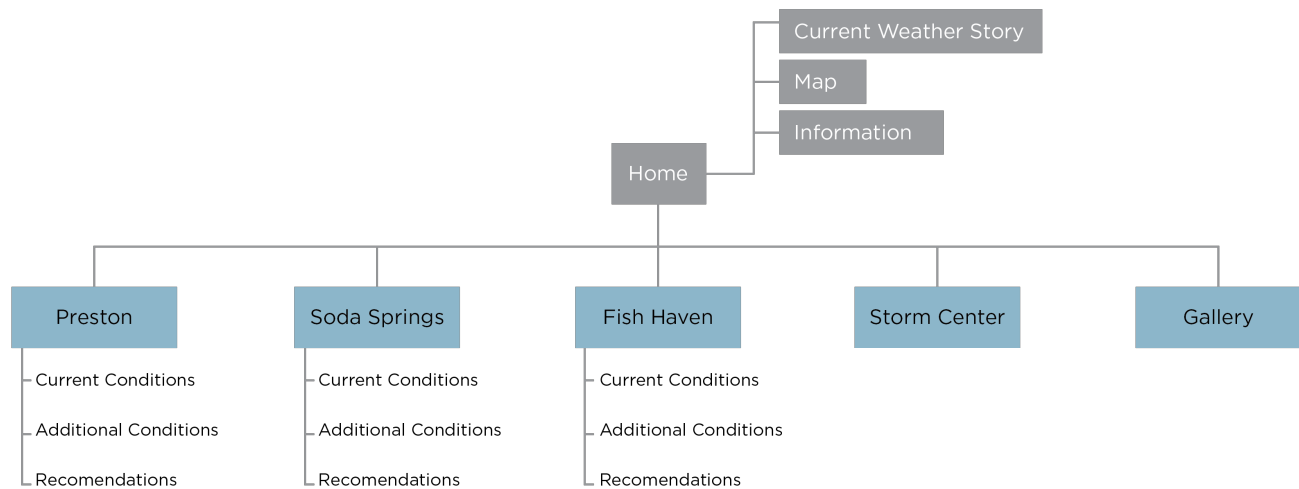
- Text to inform about our legal requirements to show current information and data.

6. Am I able to know if there will be changes in my town's weather?

- Infographic to show hourly information.

Site Map

This section describes the basic structure of the justweather.org website.



Color Scheme

This section describes the selected colors to be used in justweather.org website.

#31517F – Header, footer background,

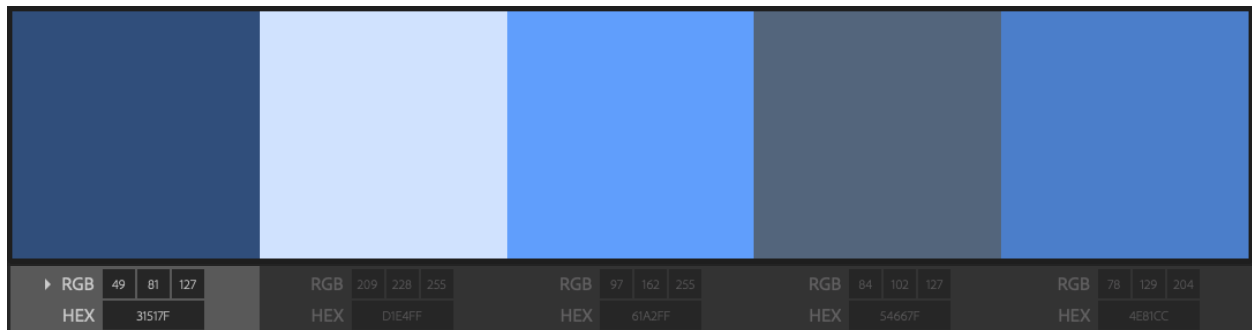
#61A2FF – Icons, background 2

heading 2, Primary navigation

#54667F – Heading 1

#D1E4FF – Footer text navigation

#4E81CC – Heading 3



Typography

Describes the fonts, font sizes, styles, and line height used in the justweather.org website.

Table shows user the color, size, and font to be used in each of the areas of the page:

Object / Item	Font - Family	Size	Color
Site header	Helvetica	40px	#31517F
Primary Navigation	Helvetica	30px	#31517F
Footer Navigation	Helvetica	20px	#D1E4FF
Heading 1 (h1)	Helvetica	30px	#54667F
Heading 2 (h2)	Helvetica	25px	#31517F
Heading 3 (h3)	Helvetica	20px	#4E81CC
Paragraph text (p)	Helvetica	16px	#808080