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CIT 230

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## W04 Website Planning Document

### **Site Name**

The site will be called mytownweather.com. It will be a site displaying local weather, extended forecasts to aid in activity planning, and will contain links to various weather-related services.

### **Purpose Statement**

The focus and purpose of mytownweather.com will primarily be a public service web site where users can note the latest weather forecasts. Important climate related information will be presented such as current temperatures, forecasted high and low temperatures, and general weather conditions such as fair or stormy weather. The site may be funded by local advertisements that relate to weather such as local baseball games, lawn and garden centers, water parks, or ski resorts.

A secondary purpose will be to provide a 7-day forecast to help users plan their extended activities such as camping, or to assess whether or not lawn watering is required to promote conservation in an arid climate.

### **Target Audience**

- **Who:** Individuals living within the 84660, 84645, and 84663 zip codes.
- **Age:** 13 to 100
- **Income:** Median income for the zip codes indicated in the target audience is between \$65,294 and \$67,125.
- **Motivation:** Provide real time accurate weather information to individuals within the defined community.

### **Examples:**

Individual #1 is a twenty-something avid outdoorsman who loves to camp. He frequently backpacks into the lower foothills surrounding the community and stays in his tent in designated campground areas. He needs to know what the night time temperatures will be in order to pack the appropriate sleeping gear. He also notes the time of the sun rise and sun set so he knows what time he needs to be finished with his hiking activities and be back in his campsite before dark.

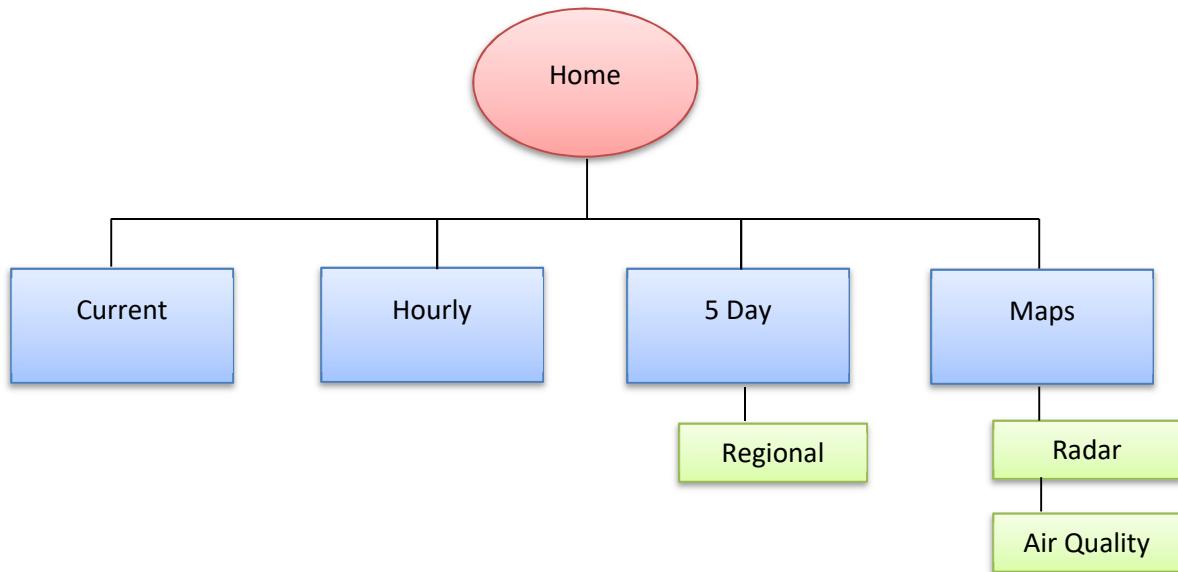
Individual #2 is a 35-year-old swimming coach at the local pool. She checks the weather forecast every day to watch for the chance of a developing thunderstorm. She uses the information in the event that she needs to cancel swimming lessons. She sees that scattered showers are possible, but no thunderstorms are forecasted. She chooses to proceed.

Individual #3 is a teenager whose weekly chore is to mow the lawn. He likes to mow the lawn in the cool of the day, but realizes that the morning winds frequently bring rain from the low clouds over the lake. He needs to see which weekend morning gives him the best chance to cut the lawn while dry.

Individual #4 is a middle-aged golfer who plans to slip an 18-hole round into his weekend, but also needs to wash his car. He checks the website, noting that sprinkles are in the forecast. He decides to ignore the rain for his golf tee time, but chooses to wash the car next week to keep from wasting the money.

Individual #5 is an elementary school teacher who is planning a walking field trip for her students to the near-by Junior High where they will attend a play. She checks the website to be able to inform her students of the expected weather conditions that day, and to either bring a jacket in case it is cool, or extra water in case it is hot. In this case, rain is in the forecast, so she advises them to bring an umbrella or a poncho, along with a jacket to stay warm.

## Site Map



## Color Scheme

Primary, background, and typography colors will be as follows:

Royal Blue #4169E1 : H1 Headers

Medium Slate Blue #7B68EE : Borders and Backgrounds

Dark Green #006400 : H2 Headers

Pale Green #98FB98 : Borders and Backgrounds

Ghost White #F8F8FF : Page Background

Black #000000 : Paragraph Text, buttons, navigational links.

# **Typography**

Font sizes, font families, and font styles will consist of:

Default Paragraph Text: Georgia, New Times Roman

Normal weight, 15px size, color: black 000000

Heading Level 1: Georgia, New Times Roman

Bold weight, 25px size, color: Royal Blue 4169E1

Heading Level 2: Georgia, New Times Roman

Bold weight, 20px size, color: Dark Green 006400

Heading Level 3: Georgia. New Times Roman

Bold weight, 15px size, color: Black 000000