

BetaTownWeather.com

Site Plan

Site Description

This is the plan and description for the BetaTownWeather.com website. The site's purpose and intended audience will be described as well as its structure and style. This is the personal site I am developing for CIT 230 section 07 with Sister Campbell, Fall 2018.

Site Purpose

This website is for a fictional weather site providing weather forecasts to several towns. The objective of the site is to provide town-specific weather reports for each town's residents. There are a variety of demographics in each town and this site should be accessible and readable to all. People need immediate weather before they walk out the door, as well as a forecast for the day. The site will provide specific weather for several surrounding towns so users can see very location-specific forecasts.

Target Audience

The target audience for betatownweather.com is as follows:

- **Who:** Commuters, Construction workers, Elderly people, Parents for their children, anyone who will venture outdoors. Surveys show that 38% of all Americans visit a weather site at least once a week.
- **Ages:** 12 - 100
- **Education:** users of all education levels will visit, high school graduates, even K-12 students, as well as college grads
- **Income:** most income levels will have use for the site, if you are going to work you might need to know the weather, if you are going to play outdoors, you definitely need to know
- **Motivation:** most people want to know what type of clothing to wear, or whether they might get rained on. If you are going hiking, you want to know what the forecast is for the area you will be hiking in.

Personas

Caroline Escobar



- **Occupation:** Stay-at-home Mom
- **Age and Education:** 27 years old. Some college.
- **Reasons for visiting the site:** She spends as much time outside with her children as she can. She goes to parks most days, and hiking trails a couple times a week.
- **Access method:** She usually uses her iPhone to check the weather on the go. On weekends she uses her desktop to check
- **Quote:** "We are an outdoor family, the boys love to be outside, they'd live outside if they could!"

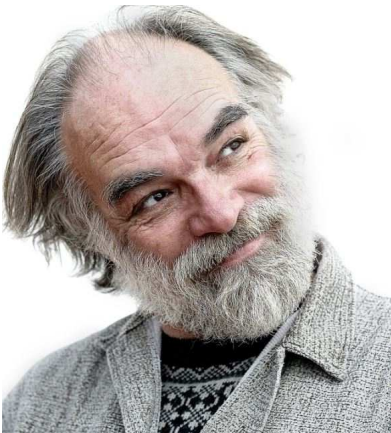
Personas – cont.

Colin Adderman



- **Occupation:** Construction, commercial
- **Age and Education:** 18 years old and has a high school diploma
- **Reasons for visiting the site:** He works construction and usually the jobs are outdoors. He likes to know what to expect and depending on the job, sometimes inclement weather keeps him from working at all.
- **Access Method:** Uses his Samsung S9 for everything, including checking the weather every day.
- **Quote:** “I love working outside, I’ve been working outside with my dad since I was a kid. I don’t know what I’d do at a desk job.”

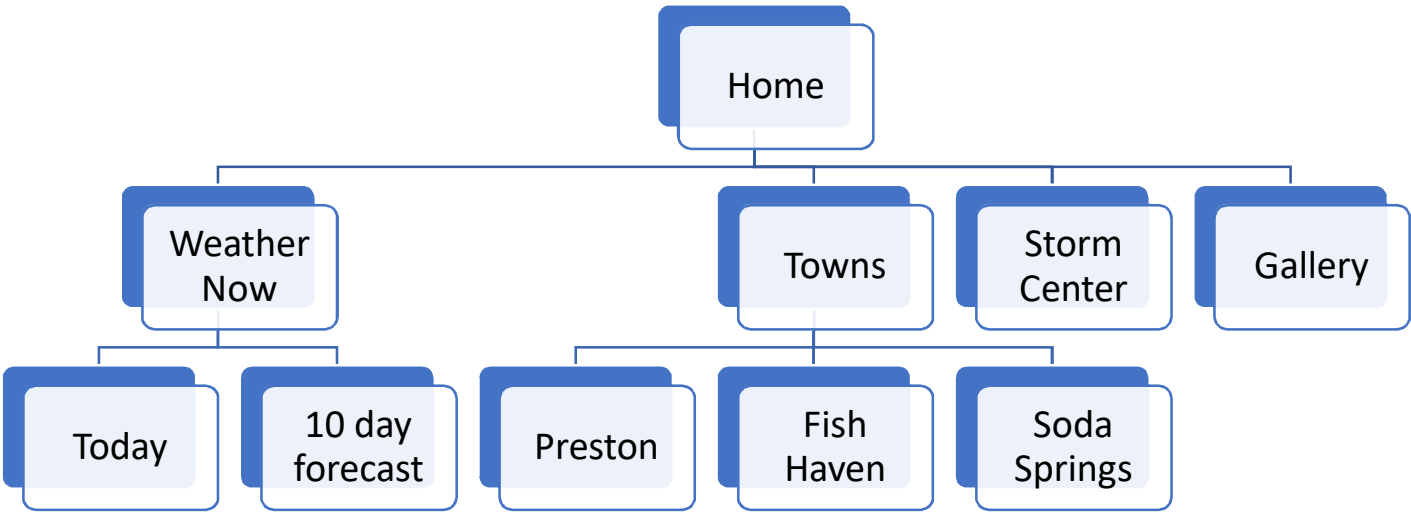
Henry Vesuvius



- **Occupation:** Retired, formerly a professor of Russian Literature at the University of Ohio
- **Age and Education:** 73 years old, has a doctorate in Epideictic Rhetoric from Johns Hopkins University.
- **Reasons for visiting the site:** Henry doesn’t like to venture out in the rain or snow, so he checks the weather and plans his trips. He is a master gardener and helps keep a community garden.
- **Access Method:** He uses his laptop to access the site. He knows how to use it. He has a smart phone but only uses it for phone calls and texting, he can’t get the hang of its complicated tininess.
- **Quote:** “Be eccentric now, don’t wait for old age!”

Scenarios

1. I’m about to drive to work, what is weather right now? Is it precipitating?
2. What is the weather forecast for the next several days?
3. Are there any serious storms coming up that might ruin a camping trip in the mountains for my family?
4. I am having an outdoor wedding in Preston this weekend and want to know what the weather will be on Saturday.
5. I’m going to the park with my kids in Soda Springs, should we wear sweaters?
6. Is today a good day for gardening in Fish Haven?



Style Guide

The colors and fonts for betatownweather.com

Color Scheme

#D7F2BA

#BDE4A8

#9CC69B

#79B4A9

#676F54

Typography

Object/Item	Font	Size	Color
Default Paragraph text	Libre Franklin, sans-serif	20px	#100F0F (black)
Heading (h1)	Libre Franklin, sans-serif	2em	#9CC69B (teal)
Heading (h2)	Libre Franklin, sans-serif	1.2em	#2C312FAB (dark green)
Heading (h3)	Libre Franklin, sans-serif	1em	#676F54 (dark green)
Navigation	Libre Franklin, sans-serif	1em	#9CC69B (teal)