NIMBUS.com

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CIT 230

Site Name: Nimbus.com will be the name of my own weather site. The name is one of the types of cloud and shows that this website is about weather things.

Site Purpose: Weather news has been part of our daily lives for decades. We get them from news report in our television, radios, and even our neighbors usually shares to us what it will be like today or tomorrow. But with the fast growth of technologies and other inventions, we can now get the latest weather updates wherever and whenever we are on our fingertips.

This is why the main purpose of Nimbus.com website is to provide accurate and up-to-date weather information for people in different locations. We are living in fast paced life, and people sometimes doesn't have time to sit still and listen to news, this is why Nimbus.com is here to provide the information you needed right away. The first thing we would show is the weather information about your current location.

Target Audience

WHO: The main targets would be the parents of the students wanting to know whether it is safe for their children to go to school and employees of any kind that drives their own vehicle to work, but especially the ones that commutes. Other targets would basically be everyone that wants to know what the weather would be like.

AGE: 12 to 100

OCCUPATION: Employed, unemployed and students.

Persona

Leslie King

Occupation: Secondary Education Teacher

Demographics and Education: 35 years old and a mother of two. Graduate in Bachelors of Education Major in English.

Goals and Motivation for using the site: To know what the weather will be like in order to plan ahead the things that she and her child needs for the day's activity.

Social: Loves being outdoors with her children and an active member of the community. As a teacher in the community school, she's also friends with her student's parents.

Technology: She mainly uses her laptop as her main device to browse through the internet to create lesson plans and research materials. Her iPhone is where she usually checks the weather for the day.

Preston Walker

Occupation: Technical Support for the Customer Service Representatives.

Demographics and Education: 26 years old and a graduate of Bachelors of Science in Information Technology.

Goals and Motivation for using the site: Checks the site to see the condition of the road to go to work. He mostly base his decision whether to commute or drive on his own depending on the status of the weather in his area.

Social: Hanging out with his friends is the main thing he does during his offs. He loves long drives with his friends and so as camping.

Technology: He is a tech-savvy and uses different devices to check different websites. As part of his degree, he developed a habit checking the quality of the websites he uses.
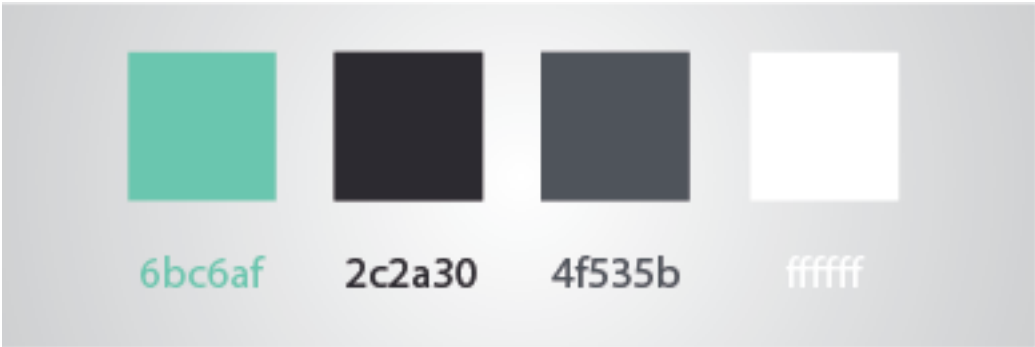
Scenario

- I will be hanging out with my friends later today at the park, what's the weather going to be like?
  - The temperature in the hero area along with other weather information will be in the hero area.
- Holiday season will be coming up, I will be driving to my parent's house, what should I expect?
  - Maps with information of weather forecasts.
- A baseball game will be held at the part during the weekends.
  - A 5 day forecast will be shown.
- I have relatives leaving all over the place and sometimes I wonder what their weather is like.
  - A navigation bar with different areas will be available.
  - A search bar to locate different areas.
- Biking has been my hobby ever since and during my off. I need to know if the weather would allow me to bike around safely.
  - The chances of raining will be shown in the hero area.
  - Percentage of humidity will be shown in the hero area.

Site Map

Color Scheme

6bc6af	2c2a30	4f535b	ffffff

Typography

Site Header	Montserrat	35px	6bc6af	Sample
Primary Navigation	Montserrat	25px	4f535b	Sample
Footer Navigation	Lato	16px	ffffff	Sample
Heading 1 (h1)	Montserrat	20px	6bc6af	Sample
Heading 2 (h2)	Montserrat	18px	4f535b	Sample
Heading 3 (h3)	Montserrat	16px	4f535b	Sample
Paragraph Text (p)	Lato	16px	2c2a30	Sample