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Cit 230  
Site Plan

## WEBSITE ADDRESS

[www.wonderingtheweather.com](http://www.wonderingtheweather.com)

## SITE PURPOSE

The purpose of this website is a place for people to find an up to date accurate hourly weather forecast for the day and also for the following 7 days, that they can trust and plan their week on the information that the website provides to them.

## TARGET AUDIENCE

The target audience for this website is anyone who has easy access to the internet whether by phone or PC. The age range would be from 14-90. The weather affects everyone and is something that most people check but the target audience is people who rely more heavily on the weather. This could be people who's job is affected by the weather or people who enjoy outdoor hobbies and spend significant amount of time outdoors.

## PERSONAS

### Julie Smith

Occupation: marathon runner, personal trainer, and mom

Demographics and Education: 35 years old with a Bachelors degree in science. She has ran in over 15 marathons and 5 triathlons. She now trains other runners to compete in long distance competitions.

Goals and motivation for using site: She spends most of her day outside so it is very critical for her to know the hourly weather so she is prepared for rain or sunshine.

social: She has lots of friends, most who are also runners and athletes. She is very active on social media and involved in her kids' sports and daily activities.

technology: because of her busy life style her main source of accessing the internet is through her phone. She also has a laptop and a smart watch.

quote: "live life to its fullest"



# Bob Jones

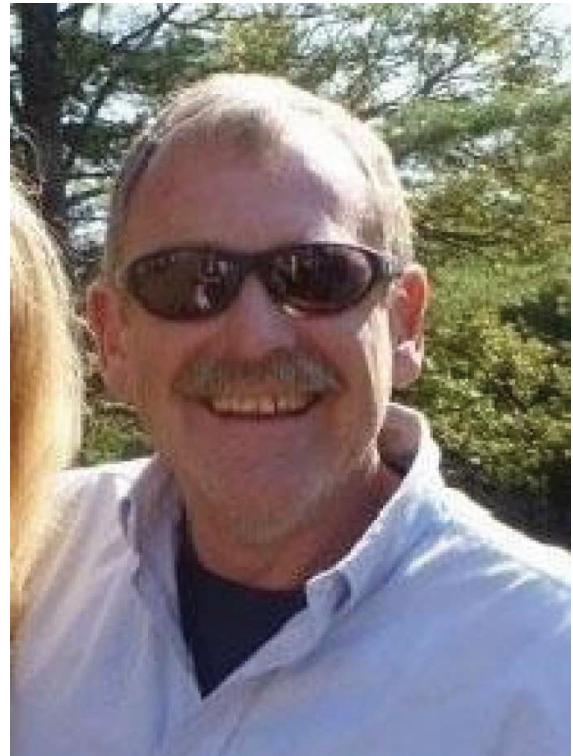
Occupation: Owner of Kelly Construction. A residential construction company

Demographics and Education: He is 58 years old. He has been doing construction since he was 20 and started his own construction company when he was 30. He has an associates degree but most of his training has been on the job site.  
Goals and motivation for using site: The weather plays a big part in what work him and his employees will be doing that day so it's important for him to have an accurate idea of what the weather will be like for the week so that he can schedule construction projects.

social: Most of his socializing is with the people that he works with, his employees and also other contractors in the business. He also spends a lot of time with his wife and 2 teenage sons doing family activities such as hunting, four wheeling, and camping.

technology: He uses his out of date desktop computer for most of his internet use. He also got an iPhone 3 years ago that he uses to check his email but doesn't know how to use all the features.

quote: "work hard play hard"



## SCENARIOS

What is the high temperature for today, so I know what to wear to school?

- A large spot on the front page that shows the hourly forecast for the day
- An option to have the daily weather forecast email or texted to you

What are the chances of it raining on Tuesday so I know if it's a good day to schedule a soccer practice?

- A rain symbol that shows up on the days that it might rain
- A place that shows a percentage of the chance of rain for each day

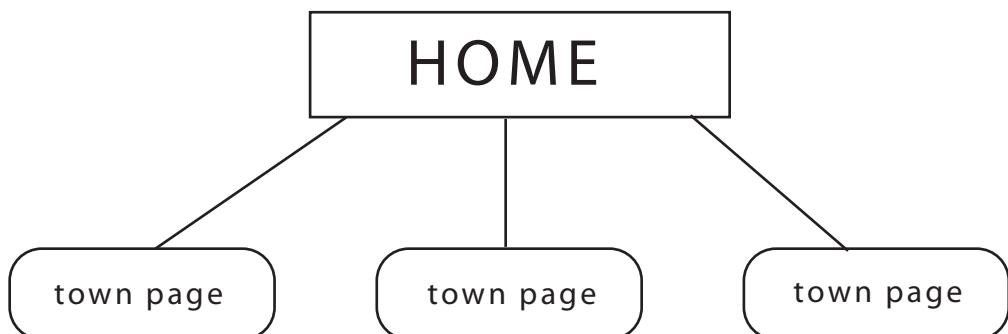
Will it be too windy today to go on a hike?

- A section near the temperature that shows if there will be wind that day
- A windy symbol that shows up on the page if there is going to be wind that day

Will it drop below freezing this week and hurt my crops?

- A section where it will show the low and high for the day
- A symbol that shows up if the temperature will be below freezing that day

## SITE MAP



# TYPOGRAPHY

SITE HEADER: font-family: 'pt mono', monospace;  
PRIMARY NAVIGATION: font-family: 'Roboto Slab', serif;  
FOOTER NAVIGATION: font-family: 'Roboto Slab', serif;  
HEADERS: font-family: 'Bevan', cursive;  
PARAGRAPH: font-family: 'Roboto Slab', serif;

# COLOR SCHEME



Hex #: 7CC0D8  
header background



Hex #: 3F4191  
logo



Hex #: FBB040  
accents



Hex #: 414042  
text