

Site Plan

ExtremeWeatherForecast.com

Site Description

The Purpose of this page is to describe **ExtremeWeatherForecast.com** website. I will be talking about the audience, Utilization scenario, and other aspects about the structure, and element of style. It is going to be used as a planning site for this semester for CIT 230-07.

Site Name

The Site name is going to be **ExtremeWeatherForecast.com**. This site will be a place where it will hold knowledge about the future weather forecast.

Purpose Statement

The purpose of **ExtremeWeatherForecast.com** will be to provide users information about the future weather forecast. It will provide hourly updated information about the weather the second purpose of this site is to provide alerts when extreme dangerous weather is close. It will provide the user the how, where, and when about the weather.

Target Audience

The target audience of **ExtremeWeatherForecast.com** web site is described below.

- Who: Individuals who want to have a knowledge of the upcoming weather in their area.
- Age: 8-100
- Income: Income does not matter
- Motivation: Improve the weather system that informs people of the weather.

Personas



- Occupation: High School teacher
- Demographics 45 years old. Master's degree in history
- Goals and motive for using the site: Learn about the upcoming weather and how to prepare for it.
- Social: Active, likes the outdoors, and likes being with his friends
- Tech: Minimalist. Has the basic knowledge of computers and phones



- Occupation: Bio Engineer
- Demographics: 28 Years old. Works for local Gov. Laboratory. Has degree in Bio Science.
- Goals and motive for using the site: Learn about the upcoming weather and how to prepare for it.
- Social: Like outdoors and hanging with her family
- Tech: Loves apple computers. Uses tech in her job and at home with her kids.

Scenarios

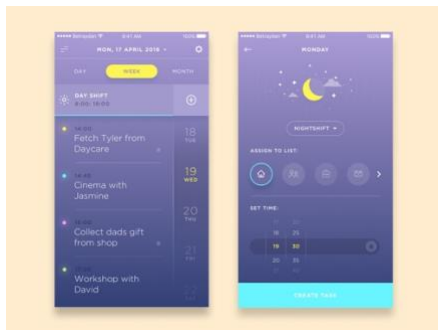
1. Why is **ExtremeWeatherForecast.com** important to me.
2. What will **ExtremeWeatherForecast.com** have that will be different than all the other weather sites
3. How is **ExtremeWeatherForecast.com** different
4. Can you rely on the information?
5. Where is the information coming from.

Site Map



Color Scheme

Primary color: #2156a0 #d82700 #170832 #000000



Typography

Describes the fonts, font sizes, styles, and line height used in ExtremeWeather.com web site.

Object/item	Font	Size	Color
Default paragraph text:	Helvetica Weight: Normal	15	#000000
Heading H2	Helvetica	20	#d82700
Heading H3	Helvetica Bold	18	#2156a0
Nav Anchor Selected	Helvetica	15	#000000
Nav Anchor Unselected	Helvetica	15	#170832

