
SITE PLAN

365Forecast

www.365forecast.com

1) SITE NAME AND PURPOSE

a) NAME

The name of the website shows that we have to deliver to the end-user an accurate weather forecast every day in the year.

b) PURPOSE

The main purpose of the website is to provide accurate information about the weather in the desired location of the end-user. We will deliver the current temperature, weather conditions, and some basic information about the place selected.

2) TARGET AUDIENCE

a) WHO

People who likes to practice outdoor activities, parents, or a person that check often his/her town's current weather condition.

b) AGE

10 to 100

c) MOTIVATION

The main motivation of those people is that they want to check the weather condition to check if the weather is fine or not for the activity that they wish to do.



3) PERSONAS



a) **KEVIN**

i) **OCCUPATION:**

System Analyst

ii) **DEMOGRAPHICS:**

25 years old and he has a degree in Computer Information Technology.

iii) **MOTIVATION:**

He loves to go biking alongside his wife. He checks the weather condition to don't a surprise to have a rain storm.



b) **KARA**

i) **OCCUPATION:**

Human Resources Manager

ii) **DEMOGRAPHICS:**

28 years old and he has a degree in HR.

iii) **MOTIVATION:**

She likes to go hiking in the national park near her home. Her main worries are to face a thunderstorm in the middle of the trees or a cold snow storm. She always checks the weather condition before each time she goes hiking.



4) SCENARIOS

a) HOW CAN I REPORT ANY PROBLEMS WITH THE INFORMATION?

In the bottom of the page, there is a link that says, “Contact Us,” you can also use this link to report any problems that you may have with information.

b) CAN I UPLOAD MY PERSONAL PHOTOS TO THE WEBSITE GALLERY?

For the moment, that won’t be possible to upload your own pictures to the gallery.

c) WILL THE TEMPERATURE BE ONLY AVAILABLE IN FAHRENHEIT?

We will provide a temperature converter to Fahrenheit to Celsius.

d) CAN I USE THE WEBSITE INFORMATION TO OTHER PURPOSES?

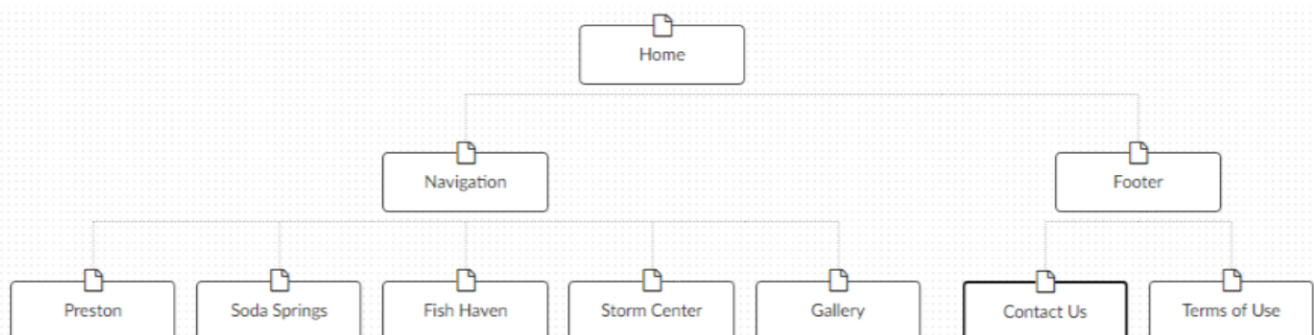
You have to check the “Terms of Use” before doing anything with the website’s information.

e) I WANT TO SEE THE CURRENT WEATHER CONDITION OF MY CITY, WHAT CAN I DO?

For a moment we only providing the weather information of three cities, in the future we can include other cities.

5) SITE MAP

This is a map of the basic structure of the website.



6) COLOR SCHEME AND TYPOGRAPHY

This is the color scheme of the website. The colors are represented in hex.

a) HEADING 1

- i) Font: **Arial Black**
- ii) Color: #deb340

b) HEADING 2

- i) Font: **Arial**
- ii) Color: #deb340

c) PARAGRAPH

- i) Font: **Arial Narrow**
- ii) Color: #000000 or #ffffff(footer)

d) BACKGROUND COLOR SCHEME

- i) Header: #92d050
- ii) Navigation: #83992a
- iii) Main: #ffffff
- iv) Footer: #83992a

