Site Plan for

www.swullockingtoday.com

Will Cox

05/15/2019

CIT230-12

L04– Website Planning Document

Site Name

The site, http://www.swullockingtoday.com , is currently available. Using GoDaddy as the registrar, the first year's domain hosting is $11.99 (current promotion), with subsequent years at $19.99.

Site Purpose

The website's primary purpose is to provide the residents of WhyDontYouJustLookOutside County with up to date and future weather conditions in and around the towns of Preston, Soda Springs and Fish Haven. Currently, the locale/region of these towns isn't covered by any major broadcast coverage from a large nearby city and the NWS continually "forgets" about them due to a "misunderstanding" many years ago about a barrel of whiskey, 2 horses and a pretty lady named Georgine.

The site will report current (REAL TIME) weather conditions from several weather stations and manual input from local residents through our Twitter channel. Weather forecasts will be provided for the upcoming 24 and 72 hour period along with the following 7 days. These will be sourced from the NWS automated service to bypass the unfortunate circumstances outlined above. In the event of severe weather, the website will act an early warning device, informing residents of safety precautions, actions to take and where to seek shelter or otherwise.

The website will also facilitate communications with the local municipalities for collaboration in weather events, allowing them to coordinate their resources to better serve all residents of the three townships. The website gallery, combined with the linked Twitter channel will allow a central area to announce town events (festivals, gatherings, special events) and allow tourists a better insight into the area's offerings during peak tourism seasons.

The site, after inception and launch, will be run by local residents from the above 3 towns and governed by the community to ensure local interested are served and protected. A small levy and property tax will cover the ongoing costs of the site, with all labor volunteered except for a site master on a time/materials basis for any technical issues.

Target Audience and Scenarios

Persona #1:

Name: Torr Nado

Torr is a town resident and small business owner. He is in his mid to later 40's and runs a local landscaping and window washing business so his interests in the weather is high. He has an AA degree from a local community college, Caucasian and is married with 3 kids from 4 to 13. His business has a crew of 10 and each days tasks can be varied greatly depending on the given weather - the sooner he can determine the weather (and accurately) , the better he can task out his employees for the day. At present, weather reports are vague and slow, leading to a lot of delays, late starts and lost revenue. With more real time reporting, his business productivity will be able to increase, as well as being more strategic in his business endeavors. Torr has a smart phone, uses light computing in his office with his one admin employee (wife) - also where he starts his day replying to email and checking forecasts. Torr's staff has most low-tech phones and rely on Torr for their direction and online connection.

"Knowing as soon as possible what the weather will be gives me the insight I need to take my business to the next level. The current guessing game frustrates me from a business standpoint and my team as they stand around idle trying to determine what the day has in store for us".

Persona #1:

Name: May B. Sprinkle

May lives just outside of the southmost town and is a delivery driver for the local food bank which delivers food to not only those in need, but also the elderly and infirmed while they heal. May is in her mid 20's and drives 200 miles or more each day during her supply runs, delivery and other duties in her job. May is currently pursuing a degree online to complement

the degree she started but never finished right after high school. Amy is Hispanic and has deep connections into the local communities and the people she serves. Amy is single but does date a gentleman in the nearest large city in a long distance, mostly over the phone. May's daily routes needs to be planned out as she is one of only 5 drivers that must accomplish. Many of the drivers use hybrid and electric vehicles so weather plays a large part in their range and those decisions. Others can use company provided scooters if said weather/routes allow. A real time/current weather forecast will allow them to better plan and be far more efficient in their route selections, allowing more individuals to be taken care/visited in the same or less time. As it stands, the forecasts aren't timely and force a lot of guess work and delays. May's primary connection to technology is her smart phone, along with her tablet which she uses primary from home. She has several cloud connected devices including wearable tech to keep her connected throughout the day.

"Right now, there is too much guesswork in how each of our days duties are decided. Many times, we're forced to backtrack, reroute or otherwise, wasting valuable time to get to our community members in need. Accurate weather forecasts, especially during the day as storm form and change paths would be especially helpful so we can send the right driver the correct direction. Our clientele could feel that difference in their lives immediately."
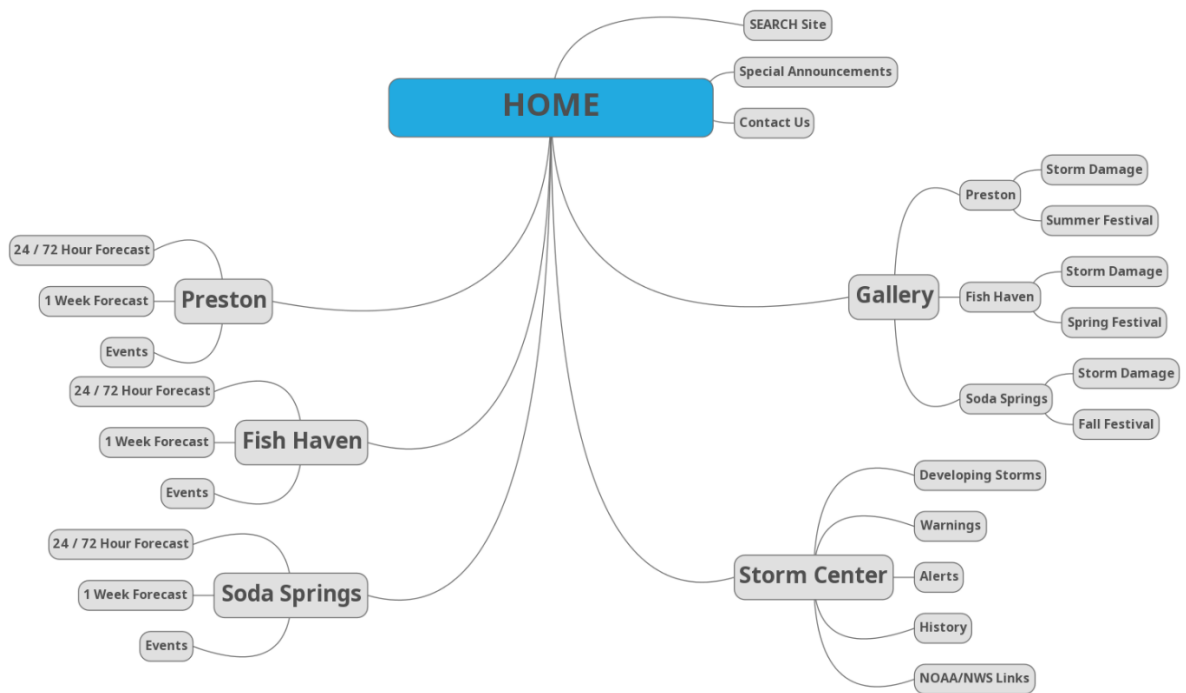

Usage Scenario #1:

Torr starts his day in his office each morning, checking his email and other admin duties on the desktop PC at this desk. Torr will head to the Weather Website from a bookmark in his web browser and check the current weather, forecasts and warnings for all the areas his crew has work scheduled. From here, he will text and email his crew with any changes to the schedule or additional supplies needed based on that information. While Torr is decently tech saavy, he needs the navigation to be clean and clear with where he needs to go (and quickly) to get the information he requires.

Usage Scenario #2:

May drives for a living and needs to stay abreast of the constantly changing weather conditions in the ~ 80-mile radius she's assigned to. She has had a smart phone since she was 11 and doesn't leave home with it. While checking the weather site is possible before her day starts, she stays very busy throughout the day and needs to be able to get alerted/notified of any major weather changes on demand/in real time. If these notifications could get piped to her smart wear tech, that would be ideal, and she is carrying items and away from her car/phone several dozen times during the day, sometimes for 15 minutes or more at a time. These alerts could be shared with her fellow drivers/co workers as well, so they could collaborate with themselves when out on their routes to best serve their clientele in the most efficient manner possible.

Site Map

- HOME
  - SEARCH Site
  - Special Announcements
  - Contact Us
  - Preston
    - 24 / 72 Hour Forecast
    - 1 Week Forecast
    - Events
  - Fish Haven
    - 24 / 72 Hour Forecast
    - 1 Week Forecast
    - Events
  - Soda Springs
    - 24 / 72 Hour Forecast
    - 1 Week Forecast
    - Events
  - Gallery
    - Preston
      - Storm Damage
      - Summer Festival
    - Fish Haven
      - Storm Damage
      - Spring Festival
    - Soda Springs
      - Storm Damage
      - Fall Festival
  - Storm Center
    - Developing Storms
    - Warnings
    - Alerts
    - History
    - NOAA/NWS Links

Color Scheme

#B23850 – Strong Crimson

#3B8BEB – Light Brilliant Azure

#E7E3D4 – Amberish White

#C4DBF6 – Very Light Azure

#8590AA – Muted Grey Blue

Typography

Site Header	Gotham	45px	#B23850
Primary Navigation	Gotham	35px	#3B8BEB
Footer Navigation	Gotham	15px	#C4DBF6
Heading 1 (h1)	Gotham	35px	#E7E3D4
Heading 2 (h2)	Gotham	28px	#E7E3D4
Heading 3 (h3)	Gotham	21px	#E7E3D4
Paragraph Text (p)	Segoe UI	14px	#000000