



<http://getdrawings.com/city-hall-icon>

Weathertown.net

SITE PLAN

Shan'l Parish | CIT 230 | May 14, 2019

Site Name

The website name will be weathertown.net. The domain name is available for \$12/year.

Site Purpose

The purpose of this website is to show the current weather conditions for three cities: Preston, Soda Springs, and Fish Haven as well as offer a link to the storm center and a gallery of weather-related photos. Each town subpage will also feature the current weather report as well as an article or content relating specifically to that town.

Navigation will be simple and straight forward so user can quickly find the weather report they are searching for. The site will be laid out simply so path will be easy to follow. Additional content about local community feature articles will also be visible for additional viewing pleasure.

The goals of the site are to offer a quick and easy way to see current weather conditions. Site will be inviting and easy to navigate so it can be used by people of all ages.

The site supports responsive design techniques allowing delivery of the site and its content on all classes of devices – large-wide screens such as desktops and laptops, medium-screens such as tablets, and small-screens as seen on smartphones.

Target Audience & Scenarios

TARGET AUDIENCE

The Target Audience is male and females, married or single, ages 8-100 who are looking for weather conditions in the specific cities of Preston, Soda Springs, or Preston, Idaho. School age children who can read are included as they are apt to navigate on a school provided tablet for a class assignment on local weather conditions. Adults, with an income of \$35,000-\$71,000 who live in or near these cities and own a computer, a tablet or a smartphone who are interested in seeing the daily or weekly weather forecast would be the most likely candidates to use the website. This target group would access the weathertown.net website at home, at work, at school, or on the go.

PERSONAS



Lizzy, age 39, has a bachelors in nutrition, but chooses to be a stay at home mother to her two daughters, ages ten and four. She is a busy mother and always has a lot scheduled for her day, but she always takes time to go on an afternoon walk with her neighbor, Renee. One of the first things she does when she gets up in the morning is to pull up the weather report. She likes to make a plan for her day and always takes the weather into account. She uses her smartphone to pull up weathertown.net to give her an accurate local weather report. Sunny and clear! Today she will be able to take her daughter to the park and also get her afternoon walk in with Renee.



Greg, age 43, is a electrical engineer in the Boise area. He is a father of five and has been planning a family vacation to Bear Lake for months now. He seems to work long hours and is looking forward to spending some quality time with his kids. Finally, the much-anticipated trip is this coming weekend and it is time to get packed. Greg heard that Bear Lake is known for occasional storms and wants to get an eye on what kind of weather they will have while they are there. The kids are really excited to be able to swim in the lake and camp at a local RV park. Instead of pulling up a general weather reporting site, Greg wants a local one. He is also interested in the culture and community of Fish Haven and is hoping to be able to read a little about the town. He pulls out his laptop and does a search for local weather in Fish Haven. The search results list weathertown.net. He clicks on the link and finds that he can get all this information in one stop.

SCENARIOS

A cyclist wants to go biking and needs to check to see if there is any chance of rain. Cycling in the rain can be very slick for road bikes and safety is the concern

A gardener needs to see the low temperatures at night to see if there is danger of a freeze or frost. The gardener will want to cover his plants if temperatures are below 32 degrees.

A family is having a family reunion at Bear Lake Reservoir and needs to see what the week's weather is going to be like. Need to know how to pack – will it be sunny and hot, or should we expect an occasional rainstorm?

A mother planning a birthday party for her daughter at the park this week. Needs to check the weather to see which day would be the best day for an outdoor picnic at the park.

A group of teens want to check out the cross-country skiing trails at Soda Springs. They check the weather to see when snow is forecast so they can have the freshest snow available for exploring the many ski trails.

A random citizen of Preston makes it a habit of checking the weather daily. He likes to look up the weather to plan his day and also likes to read town articles over a bowl of Raisin Bran.

A person wants to see and read about what community happenings are current for their town.

Site Map

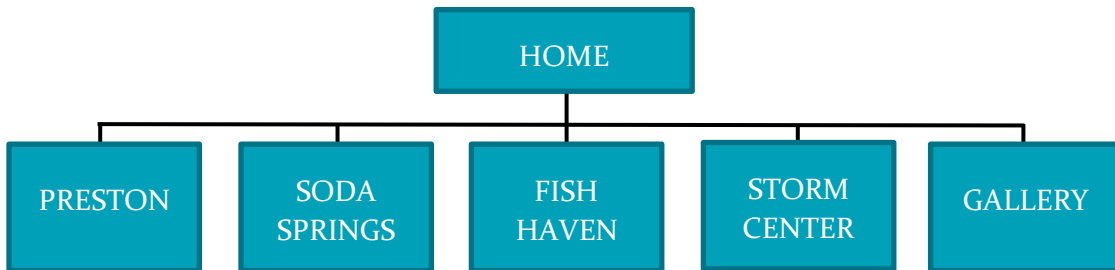


Figure 1- weathertown.net Site Map, demonstrating the structure of the site.

Style Guide

COLOR SCHEME

The color scheme is based off the colors in the logo, blue being the dominant color and orange being a secondary color. The nav bar will be #03808f blue and buttons will be orange.

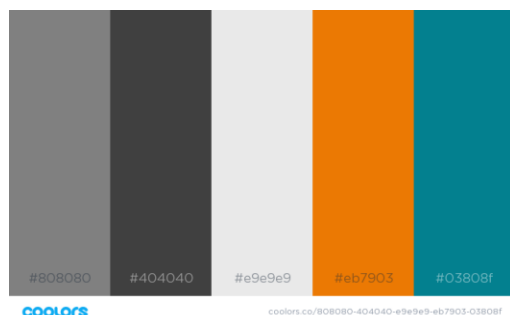
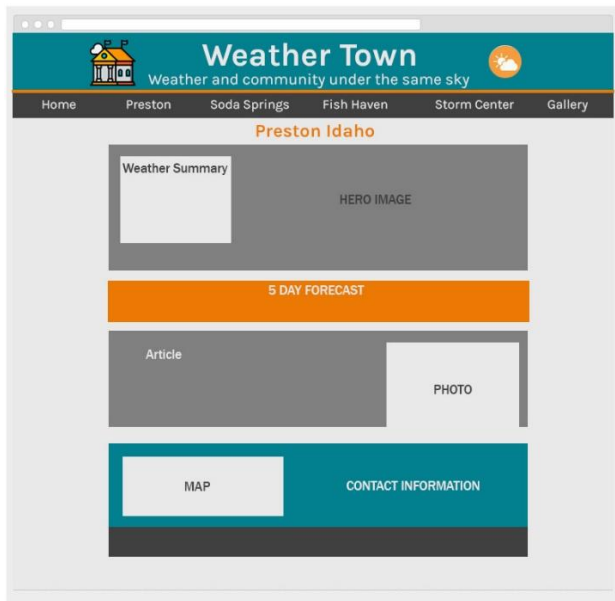


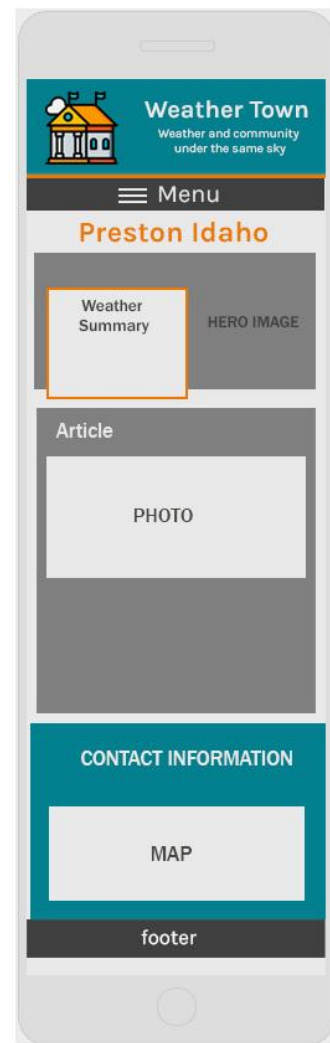
Figure 2- Color scheme for weathertown.net.

For visualization purposes see the following website mockup to understand how colors may be applied.



Weather Site Desktop (large/wide) Wireframe Sketch

Figure 3- weathertown.net color scheme mockup, desktop view



Weather Site Phone (small) Wireframe Sketch

Figure 4- weathertown.net color scheme mockup, mobile view

TYPOGRAPHY

The primary text fonts are Google Fonts: Karla and Montserrat.

Site header	Karla Bold	35px	#e9e9e9	Sample
Primary Navigation	Karla	20px	#e9e9e9	Sample
Navigation Link Selected	Karla	20px	#eb7903	Sample
Footer Navigation	Karla	16px	#e9e9e9	Sample
H1	Karla Bold	35px	#eb7903	Sample
H2	Karla	25px	#eb7903	Sample

H3	Karla	20px	#eb7903	Sample
Paragraph	Montserrat Light	16px	#404040	Sample

Figure 5- Table of fonts, sizes and colors to be used in weathertown.net site.

WIREFRAME SKETCHES

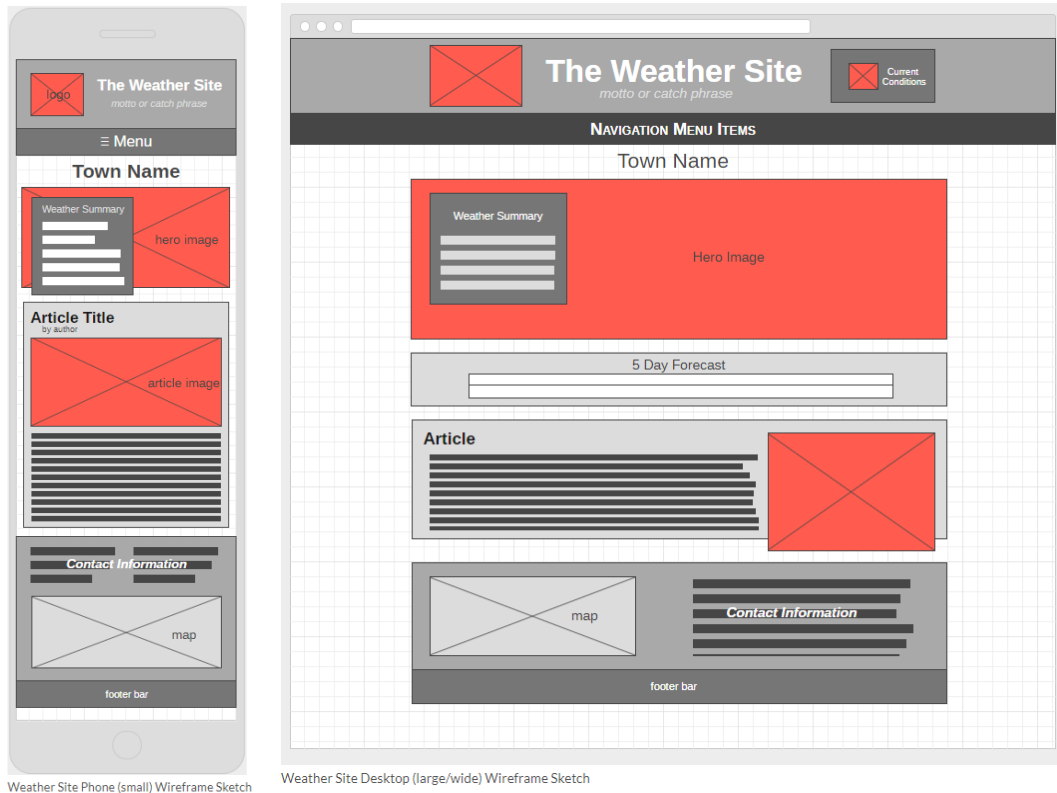


Figure 6- Wireframe sketches of both mobile and desktop views of weathertown.net site.