

Tricia Greenwood

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CIT230

WeatherPlayTime.com

Site Plan:

Site Purpose: The purpose of WeatherPlayTime.com is to get you current weather conditions so that you can make the decision to stay home or go play. We will provide current weather data that will allow the user to see if their work or play activities can safely happen. We won't be making the judgement calls, but we will be giving the user the info needed to decide for themselves. Weather conditions can be a determining factor into not just the enjoyment of the day, but the safety as well. Let our site show you the info you need to make safe and informed decisions.

Target Audience:

Age: 12 and up

Income: income levels vary depending on age and experience, but average income is \$55,000

Education: all levels from being currently in school to college grads at all levels

Experience with topic: Everyone interacts with the weather daily

Family status: typically, families and active individuals.

When: Users getting ready to head out or plan their next days activities will see what the weather is going to be, so they can plan accordingly. Have a soccer game in the morning and need to know the field condition due to weather? Check our site. Do you want to go snowboarding this weekend? Check our site.

Where: In our little fictional towns

How: Visitors will access our site through the home page to find their specific towns and activity areas

What device: All devices will be supported through our site.

Personas:

Tina Turner, 35, mother of 4 active kids ages range from 6-12

Demographics: Stay at home mom, soccer coach, and homeschooler. She earned an A.S. at BYU-I.

Goals and Motivation: To see what activities and events her kids can attend and dress appropriately for the weather. They love spending time outdoors and on the soccer field, so weather is a big player in their lives.

Social: Very active and fun family. Well behaved kids who would prefer to be outdoors than watching tv.

Technology: They use tech very often in their homeschool and enjoy researching and watching YouTube.

Quote: “You can’t wear soccer cleats to church!”

Matt Maverick 22, single, loves to snowboard

Demographics: Graduated college with a bachelor’s in business which he uses to run a small food oriented start up.

Goals and motivation: He will use the site to find out the weather for his snowboarding trips. He enjoys the outdoors and if the weather is right can be found on the mountain with his snowboard. If he finds the weather isn’t right for snowboarding he will head out for a hike or day of fishing.

Social: Active single guy who wants to be outside and busy.

Technology: Very tech savvy and uses mobile devices quite frequently.

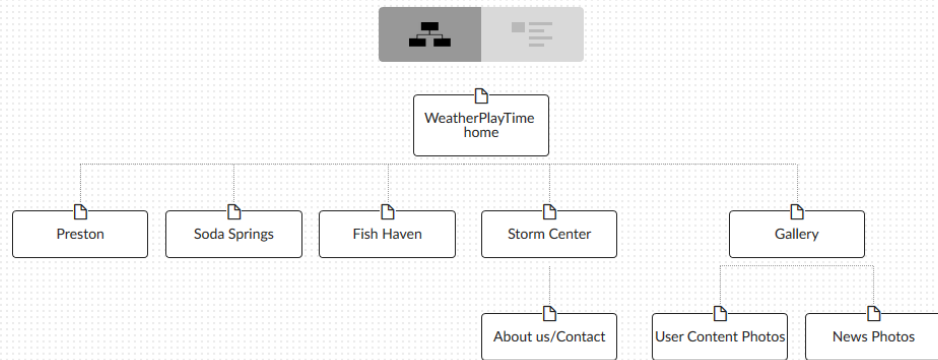
Quote: “As exhausting as being a small business owner is I am always ready to shred.”

Scenarios:

1. How will today’s weather affect me?
2. Can I play in my soccer game today?
3. Will I need rain gear for this weekend’s hike?
4. Will the snow affect mountain conditions?
5. When will it be sunny next?
6. How windy will it be at the lake?



Site Map:



Sitemaps/ WeatherPlayTime









Style Guide

Color scheme:

Hex color	sample
Dominant color: #3C99FF	
Background color: #FFFDC7	

Accent colors: #FF9485	
Accent colors: #2FFFFE	

Typography:

Site Header	Merriweather	40px	3C99FF	
Primary Nav	Merriweather	30px	2FFFFE	
Footer Nav	Merriweather	20px	3C99FF	
Heading1 (h1)	Merriweather	30px	FF9485	
Heading 2 (h2)	Merriweather	25px	2FFFFE	
Heading 3 (h3)	Merriweather	20px	FF9485	
Paragraph text(p)	Merriweather	16px	black	black

Merriweather google API links:

```
<link href="https://fonts.googleapis.com/css?family=Merriweather+Sans" rel="stylesheet">
```

```
font-family: 'Merriweather Sans', sans-serif;
```

```
import: <style>
```

```
@import url('https://fonts.googleapis.com/css?family=Merriweather+Sans');
```

```
</style>
```

Sample 20 px Merriweather

Sample

Sample

Sample

Sample

Sample

Sample

Sample

Sample

Wireframes:

