CIT Weather Site Plan

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CIT230-Lesson 4

Site Name and Domain

This site is going to be called CIT Weather. The domain is: citweather.com.

Site Purpose

CIT Weather will be a community weather reporting page for the fictional cities of Franklin, Springfield, and Greenville. It will contain a page for each city and a link to the storm center. The city pages will show current weather, 5-day forecasts, long range forecasts, and related weather news and information. It will also have a weather history, including record highs and lows. In the case of storms or other severe weather, warnings and suggested preparations/precautions will be posted.

The secondary purpose of this page is to be a student learning project for CIT230-07.

Target Audience

The target audience for CIT Weather includes the following:

Who: Citizens in the local areas, travelers coming to the areas, farmers, school children, parents, others trying to plan activities that may be weather dependent

Age: 8-100

Income: $30,000 an up annually

Education: 4th grade and up

Technology: personal computing devices, including, but not limited to, cell phones, tablets, personal computers

Motivation: Find out what the current and/or future predicted weather is in the area. Plan activities during favorable weather. Prepare for inclement weather.

Personas

Jewels Sparrow

Occupation: Marauder

Demographics and Education: 45 years old. Sails on the pirate ship 'Riley's Revenge'. Has spent many years at sea studying under her uncle, Jack Sparrow.

Goals and motivation for using the site: Learn what the long term weather forecast is for trip planning purposes. Watch for storms.

Social: Very active, loves being outdoors. Most of her time is spent on the ship.

Technology: Minimalist. Uses mainly her iPhone6X because of its size and portability.
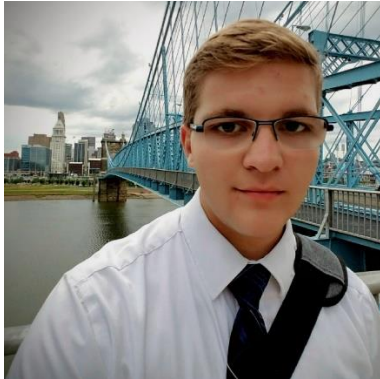
Sparky

Occupation: Fire dog.

Demographics and Education: Adult of undetermined age. He has obedience training, service dog training, and fire 1 training certificates.

Goals and motivation for using the site: His two main uses for the site are: 1- find out the weather for parade days, 2- check the weather conditions to help determine if fire warnings/cautions need to be issued.

Social: Loves people, especially kids. He enjoys being in parades and visiting elementary schools.

Technology: He mainly uses a laptop with a specialized keyboard due to dexterity issues.

Steven Benjamin

Occupation: Missionary for The Church of Jesus Christ of Latter-Day Saints
Demographics and Education: 20 years old. High school graduate.
Goals and motivation for using the site: Check the weather for the day so he and his companion can take the appropriate gear (umbrella, hat, gloves, etc.) with them for the day.
Social: Very active, enjoys riding his bike during the summer. He enjoys visiting with people, teaching the gospel, and doing service.
Technology: He uses his Samsung Galaxy phone exclusively (because of mission rules)

Scenarios

What weather is predicted for (Franklin, Springfield, Greenville) tomorrow?
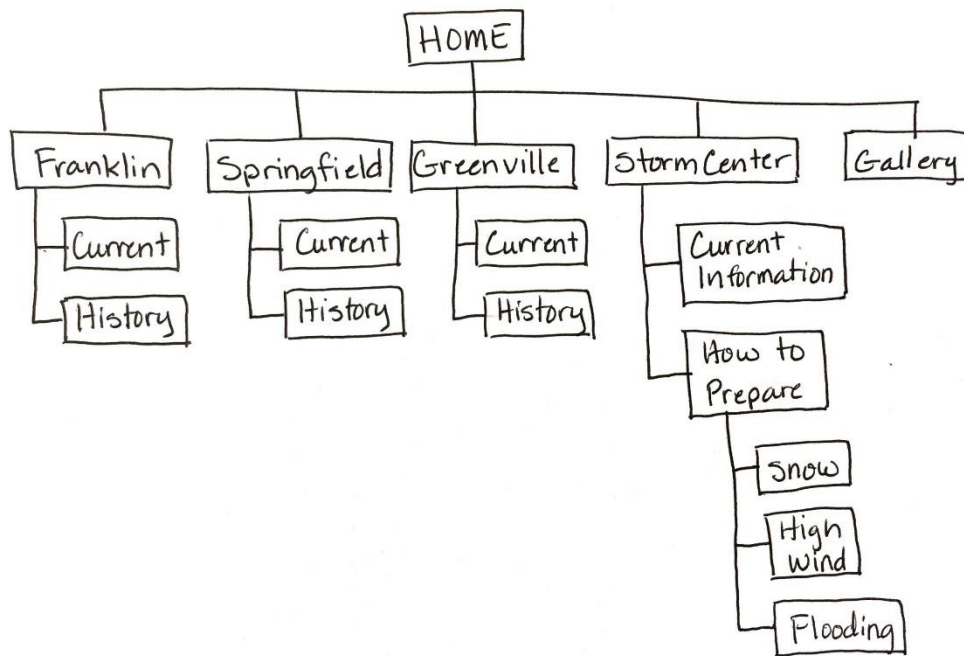
Is it going to snow soon?

How do we prepare for a big snow storm?

When does the first frost usually hit this area?

How do we prepare for high winds?

What are the usual high and low temperatures for this area at this time of the year?

Simple site map

HOME

Franklin — Current, History

Springfield — Current, History

Greenville — Current, History

StormCenter — Current Information, How to Prepare — Snow, High Wind, Flooding

Gallery

Color scheme w/references to elements/content

MediumSeaGreen	#3CB371		Header, footer, navigation
CornflowerBlue	#6495ED		Headings for the Franklin page
MediumPurple	#9370DB		Headings for the Springfield page
LightCoral	#F08080		Headings for the Greenville page
Cornsilk	#FFF8DC		Backgrounds
Gold	#FFD700		Accents

Typography selections w/references to elements/content

Mali from fonts.google.com- Title, motto, navigation elements

Helvetica- default text for paragraphs

Ariel- Headings