

WeatherorNot.news

Site Plan

Site Description

This document presents a description of a possible web presence for WeatherorNot. This document includes the purpose, target audience with personas and scenarios, site map, color scheme, and typography for such a website. Other elements and structure may also be included as seen fit in this planning and development scenario. The development of any website based on such is for the sole purpose of accomplishing a A in the BYU Idaho CIT 230 course.

Site Name

The proposed name for the website is WeatherorNot.news. As of 10/10/2018 this name was available according to Google Domains.

Purpose

WeatherorNot is to be a reliable web gateway for not only the current forecast, but in providing scientifically sound conditions for the foreseeable future. The design will provide an intuitive user experience allowing the visitors easy access to what they want and need most.

Target Audience

A great range exists for the target. Although, many in the younger generations will benefit in using this site its primarily for a more mature audience. Individuals, private and public businesses, government, and education are all in the realm of the audiences we are targeting. This site will be a great benefit especially for those with careers dealing with outdoor experiences, travel, and recreation.

Personas

Susanne Workman



- **Occupation:** Senior Construction Inspector

- **Education:** Master's Degree in Construction Management from SMU
- **Motivation for using the site:** To plan for types of weather and the effects it may have on the materials and various stages in the build process.
- **Social:** She is recreationally active with hiking being the most prominent. She's not married, and not close with co-workers, but enjoys time with her close friends. She has a large dog which she takes running each morning and on a walk each evening.
- **Technology:** Owns an Andriod smart phone for personal use, and an iPad Pro for work. She also uses a Dell Optiplex 7060 with Windows 10.
- **Favorite Saying:** "Work hard, play hard"

Ryan Balding



- **Occupation:** Farmer
- **Education:** High School Diploma from C.M. Russel High School
- **Motivation for using the site:** Working outside can produce many challenges that this site can help him with
- **Social:** He works hard each day and his primary communication is with his wife and young daughter. He is friends with the local farm and ranch store manager. He spends little time away from home or work but does enjoy hunting with the opportunity arises.
- **Technology:** Owns an old iPhone and just bought a new MacBook Air to keep his books.
- **Favorite Saying:** "Failure will never overtake me if my determination to succeed is strong enough."

Scenarios

- What is the weather going to be like this week?
- How much does the service this site provides cost?
- Can I subscribe for push updates to my email or mobile device?
- Where can I find information on severe weather?
- Why is there so much more snow this winter?
- Where can I find national as well as local forecasts?

Content Architecture

Content List

This section will identify how each scenario will be addressed.

Scenario 1: What is the weather going to be like this week?

- Text and images showing and explaining the weather for the week
- Possibly a prompt for the visitor to enter their zip code or location

Scenario 2: How much does the service this site provides cost?

- Text describing the services available and how much if any cost is necessary
- Area to sign-up for services available

Scenario 3: Can I subscribe for push updates to my email or mobile device?

- Text explaining how to sign-up for updates and alerts
- Subscribe button available for sign-up

Scenario 4: Where can I find information on severe weather?

- Available on the standard weather page also with text describing how to sign-up for alerts
- Subscribe for updates

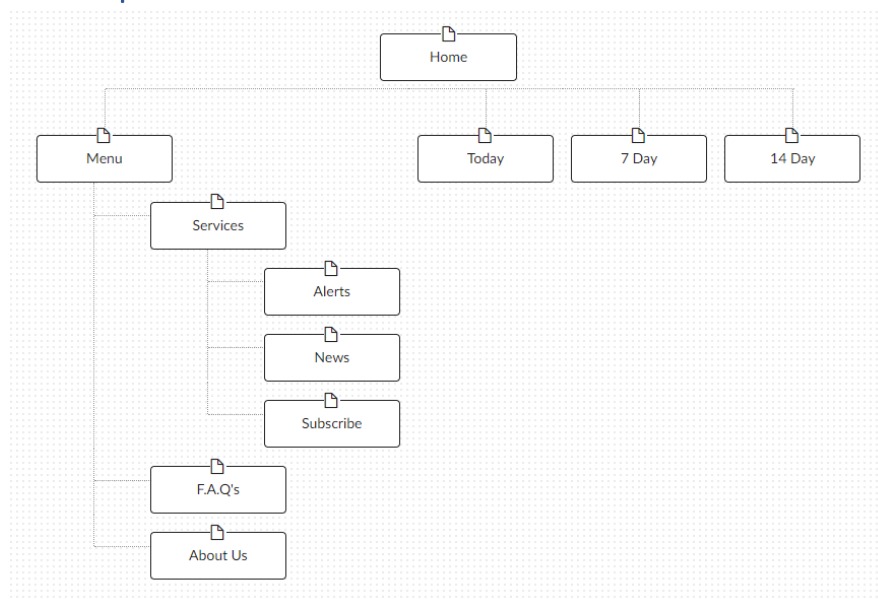
Scenario 5: Why is there so much more snow this winter?

- News page available with text about weather and trends

Scenario 6: Where can I find national as well as local forecasts?

- Each forecast page will show the local and national weather

Site Map



Style Guide

Color Scheme

Depicts the colors used in the site: background, text, links, accents, and logos

Logo: #33658A & #F26419

Primary Background: #FFFFFF

Primary Text: #FFFFFF & #000000

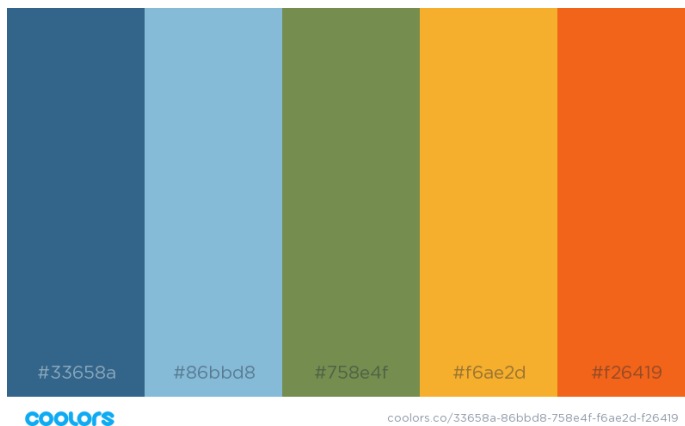
Links: #33658A

Visited: #758E4F

Focus: #F6AE2D

Hover: #F26419

Active: #86BBD8



Typography

Site Object	Font	Size	color	Sample
Header	Merriweather	45px	#758E4F	Sample
Primary Nav	Merriweather	32px	#F6AE2D	Sample
Footer Nav	Merriweather	20px	#F26419	Sample
Heading 1	Merriweather	32px	#86BBD8	Sample
Heading 2	Merriweather	26px	#86BBD8	Sample
Heading 3	Merriweather	22px	#86BBD8	Sample
Paragraph	Open Sans	18px	#000000	Sample