

# Site Plan

## Site Description

The purpose of this document is to explain the website plan for the **thespudcaster.com** website. Included is the site name, purpose statement, target audience specifics, scenarios, site map and style guide.

## Site Name

This site's name is Spudcast and the URL is **thespudcaster.com**. The site will be a resource for residents of Idaho cities. The domain is available and would cost \$12/year.

## Purpose Statement

The main purpose of **thespudcaster.com** is to be a place where residents of Idaho can see weather and updates on community events. The goal is to keep the community updated, involved, safe and well informed.

## Target Audience

The target audience of **thespudcaster.com** is:

- **Who:** Residents of Idaho cities who like to stay informed.
- **Age:** 25-100
- **Technology:** Mobile phone/tablet or desktop/laptop computer user.
- **Income:** An income that would allow a user to be able to purchase a phone/mobile device where they can view the website. \$30,000+
- **Motivation:** Stay updated on weather conditions and upcoming community events in order to stay involved and informed as a citizen of Idaho.

Billy Stronks

- **Occupation:** Restaurant Owner
- **Demographics and Education:** 35 years old. Married with no children. Bachelor's degree and entrepreneur.
- **Goals and motivation for using the site:** He needs to check the weather status because of his employees that commute to work as the restaurant. Weather also influences the amount of business he may or may not get.
- **Social:** Active and loves that his job as a business owner allows him to travel.
- **Technology:** Has all of the latest gadgets because of his growing business. iPads, computers and the latest iPhone so he can facetime with employees while he is travelling.

- **Quote:** “I love meeting new faces and having a place where the community can come and bond over good food!”

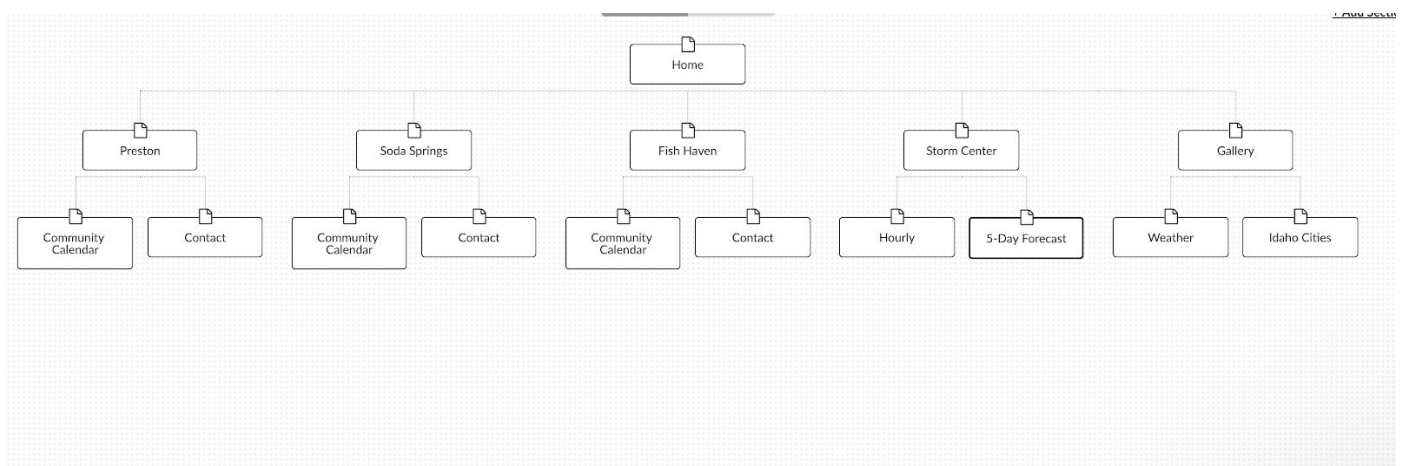
Rachel Hatton

- **Occupation:** Homemaker, community volunteer
- **Demographics and Education:** 45 years old. Married with two children. Some college and lots of experience volunteering and organizing events within the community.
- **Goals and motivation for using the site:** Because she plans and runs so many community events, she needs to stay updated on the weather so she can plan accordingly. She also needs to know about other city events going on so she can make sure she isn't double scheduling things.
- **Social:** She enjoyed volunteering and serving her community. She loves politics and supports her local government and all meetings. Although she is heavily involved in her town, she lives a slower and quieter lifestyle.
- **Technology:** She doesn't have the latest technology but she is fine with that because she prefers a simple life.
- **Quote:** “I love to serve and help my community!”

## Scenarios

1. Where can I find the weather for my city?
2. Where can I see the community calendar for my city?
3. How can I get in touch with my city officials to talk about some issues?
4. Where can I see current photos of weather conditions so I know if it's safe to drive?
5. Where can I see a 5-day forecast so I can plan travel for my vacation this weekend?

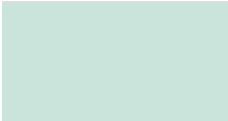

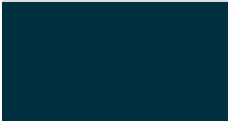

## Site Map



# Style Guide

## Color Scheme

### Primary color:

Color	Hex	RGB
	#ffffff	(255,255,255)
	#cae4db	(202,228,219)
	#dcae1d	(220,174,29)
	#00303f	(0,48,63)
	#7a9d96	(122,157,150)

## Typography

### Headings:

- Font: Oswald
- Size: 30px
- Weight: Regular
- Style: Normal

### Body text:

- Font: EB Garamond
- Size: 12px
- Weight: Regular
- Style: Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Site Header	Oswald	40px	#00303f	Sample
Primary Navigation	Oswald	30px	#00303f	Sample
Footer Navigation	Oswald	20px	#00303f	Sample
Heading 1	Oswald	30px	#7a9d96	Sample
Heading 2	Oswald	25px	#7a9d96	Sample
Heading 3	Oswald	20px	#7a9d96	Sample
Body Text	EB Garamond	15px	#cae4db	Sample