

CIT 230 WEATHER SITE PLAN

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SITE NAME

Sunny Days Ahead

I decided to name my website “Sunny Days Ahead” because I think creates a great theme for my website. I noticed that the towns we’ll be including in the site are towns in Idaho, and I know that Idaho can always use some more sunny days, so I decided it would be a fun theme for my site! I’ve found the domain name sunnydaysahead.net is available for only \$12 a year.

SITE PURPOSE

- The purpose of my site is to provide weather information and related resources to residents of the towns I'll be focusing on.
- I also want my site to be bright, cheerful, and positive, going in line with its name, "Sunny Days Ahead".
- Some of the content objectives for each town will include current weather information, historic weather trends, images, graphs, and links to external resources.

TARGET AUDIENCE

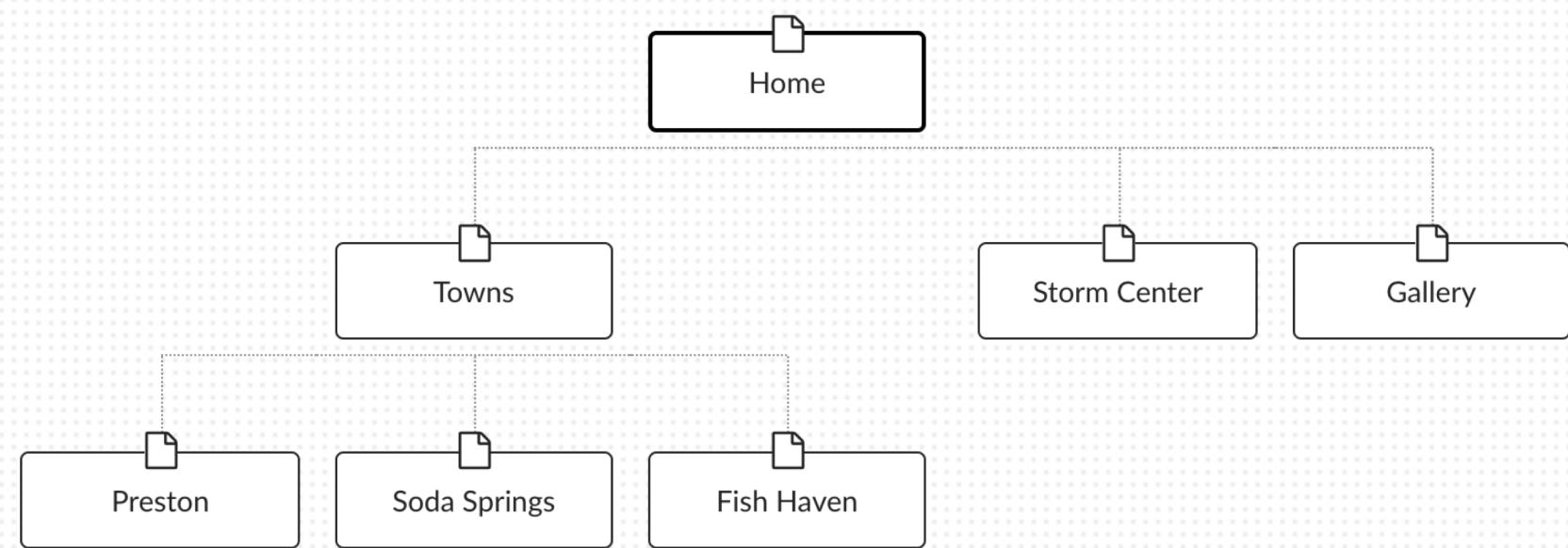
Persona 1: Male, 56 years old, father and grandfather. Has lived in Preston his whole life. Potato farmer who is very mindful of the weather as it affects the livelihood of his farm operation, which his whole family depends on. Uses his home desktop computer to check the weather each night and morning, and wants comprehensive, detailed information.

Persona 2: Female, 34 years old, mother of three young children. Lives in Soda Springs, and keeps track of the weather to plan her day and know how to dress the kids for school. Generally uses her mobile device to browse the web, and casually checks on the weather when it's on her mind.

SCENARIOS

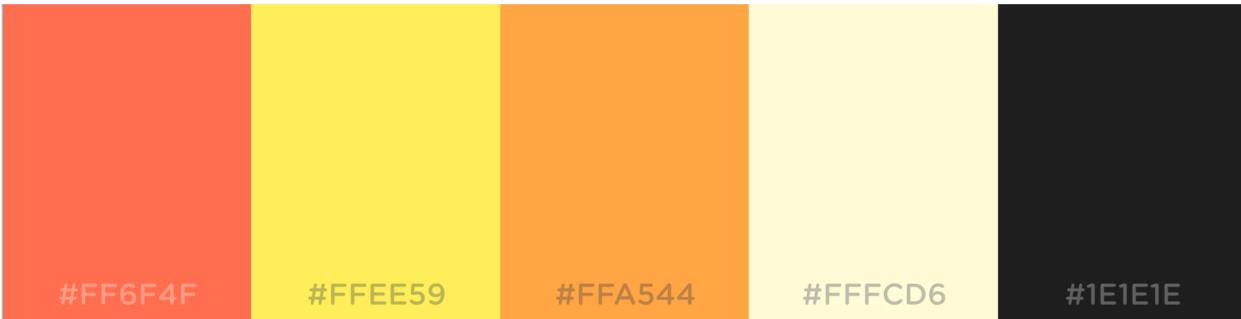
- The weather is looking really bad outside this morning... Let's see if it's cold enough for school to be cancelled.
- I need to see the temperature trends for the last several years in the Preston area so I can determine when we should plant this spring.
- I wonder what Fish Haven looks like in March.
- I'm heading to Soda Springs sometime today and I want to make sure to get there before the storm hits. Let's look at the radar and find out what time I should leave.
- Is it warm enough to go boating on Bear Lake today?

SITE MAP



COLOR SCHEME & TYPOGRAPHY

I wanted my color scheme to reflect the sunny theme of my website's brand. These are the colors I selected for my website. I chose three bright, warm colors with a warm neutral off-white and a light black shade for text and backgrounds.



Typography:

Didot: Titles, headings, and navigation

Source Sans Pro: Body Copy (p)

WIREFRAME SKETCHES

Coming soon!