

hometownweather.org

Site Plan

Site Description

The purpose of this document is to describe the hometownweather.org website, its purpose, its target audience and scenarios, its site map, color scheme, typography, and wireframe. It is to be used as a planning tool for the site development.

Site Name

The site is going to be called **hometownweather.org**. The site name is meant to be a source of information regarding the weather of a small, local, hometown described in the course.

Site Purpose

As a local weather site, the purpose of the site is to provide detailed and specific weather conditions for the areas within the community that is forecasted for the current and over the next several days. This will provide local people a single site about the weather in areas of their hometown.

As a secondary purpose, this site will also help unite the hometown as it attempts to carry out events throughout Preston, Soda Springs, and Fish Haven. Some photos of these events, as well as some highly-appealing images of local weather patterns, will appear in the Gallery section.

Target Audience

The target audience of the hometownweather.org web site are members of the local community, primarily parents and grandparents aged 21-70, motivated by the planned events in the local community and a desire to know the local weather for their own planned activities.

Sample Personas

L. Alice Thone

Occupation - U.S. Air Force Reservist, wife, and mother of 5 children under the age of 17.

Education - Bachelor's degree in Nutritional Health Science.

Age - 43 years old.

Social - Extremely active in the community via her church and other local youth organizations.

Technical - Moderate technology understanding due to her experience being married to an IT specialist.

Quote - "There is nothing more important to me than my kids, and making sure they're healthy, happy, and on track."

Daniel Whitaker

Occupation - U.S. Air Force C-130 Maintainer, husband, and father of 1 child aged 2.

Education - High-School level education

Age - 25 years old.

Social - Incredibly outgoing and doting upon his small family. Loves hosting events in his backyard.

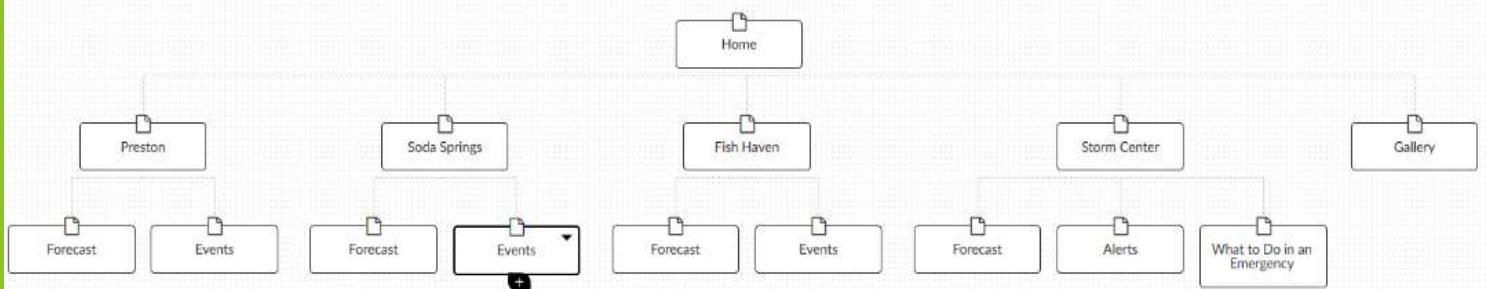
Technical - Minimal technology knowledge, limited primarily to his iPhone 8

Quote - "You need to enjoy life while you can, with the people who are most important to you."

Scenarios

1. What will the weather be like this weekend?
2. Should I go to one of these community events?
3. Can I host my party outside on its planned day?
4. How nice is this area from a community and weather perspective? Should I move here?
5. Are schools closed or delayed due to weather?
6. Are there any heat/cold warnings in my area?
7. Are businesses closed due to extreme weather conditions?
8. What do I do in the event of a natural disaster?

Site map



Color Scheme

This website will be using primarily black text (#000000) with green headers, buttons, navigational aids, and footers (#00ff00) with orange lettering (#E55300) so it will be easy to read and gentle on the eyes while invoking a calm and slightly creative tone. This green will be repeated for the headings.

Typography

Site header - Helvetica, weight: bold, style: normal, 40px #E55300

Navigation - Helvetica, weight: bold, style: normal, 30px #E55300

Heading Level 1 (h1) - Helvetica, weight: bold, style: normal, 20px #00ff00

Heading level 2 (h2) - Helvetica, weight: italic, style: normal, 18px #00ff00

Paragraph text (p) - Calibri, weight: normal, style: body, 15 px #000000