

Sunny Day Weather

www.sunnydayweather.com

Site Plan

Site Purpose

The main purpose of the Sunny Day Weather site is to provide users with the current weather conditions for Preston, Soda Springs, and Fish Haven along with current news about weather and fun facts. The goal of the website will be achieved by providing weather images and temperatures as the most prominent items on the page. A current story about weather will be the next focus of the page followed by information about each of the towns. Fun colors and graphics will be used to present weather conditions to appeal to the target audience.

Target Audience and Scenarios

The target audience of the website is described below:

Who: Students, parents, and teachers who want to learn more and teach about weather in their area.

Age: 3-80

Technology: Varied technology levels with everything from experienced to limited technology use.

Income Level: Income for parents and teachers will be around \$35,000-\$70,000 a year. Children will have very limited income.

Motivation: To learn and teach about weather conditions and current weather stories in a fun and interesting way.

Personas

Samantha Turner

Occupation: Parent

Demographics and Education: A 31-year-old female with an Associate Degree in general studies. She is a stay-at-home mom.

Motivation for Using the Site: She wants to teach her three-year-old daughter what weather is, and how to tell what the weather is going to be. She will be using the weather site at home on a tablet.

Technology Level: Experienced with tablets and phones. Uses the computer occasionally.

Social: Samantha is married and is the mother of two children. She spends most of her time at home with her kids but loves to be outside when she gets the chance. Her hobbies are kayaking and collecting rocks.

Knowledge of Weather: She generally stays aware of weather conditions, but not much more than that.

Walter Smith

Occupation: Elementary School Teacher

Demographics and Education: A 55-year-old male. He has a bachelor's degree in Elementary Education. His goal is to further his education by obtaining a master's degree in Elementary Education.

Motivation for Using the Site: He wants to bring technology into the classroom because it is what his students are interested in. He thinks that using technology will be a great way to teach them about weather. He will be using the site using Chromebooks during school.

Technology Level: He is most familiar with a PC but is slowly learning about tablets and smart phones. He also has a lot of experience with Chromebooks because they are used at the school he works at.

Social: Walter is divorced. He has three daughters that are either married or moved away, so he has the house to himself and his dog. He enjoys fishing and gardening.

Knowledge of Weather: He is very interested in weather. He never misses the weather report on the news.

Cole Beck

Occupation: Student

Demographics and Education: Cole is a nine-year-old boy in the fourth grade. He wants to make video games when he grows up.

Motivation for Using the Site: His teacher is using the site to teach about weather. It is more interesting than reading a book. He will be using the site at school on the school computers or Chromebook.

Technology: He doesn't do much with an actual computer, but he is an expert with the iPad and iPhone. He usually plays games on them.

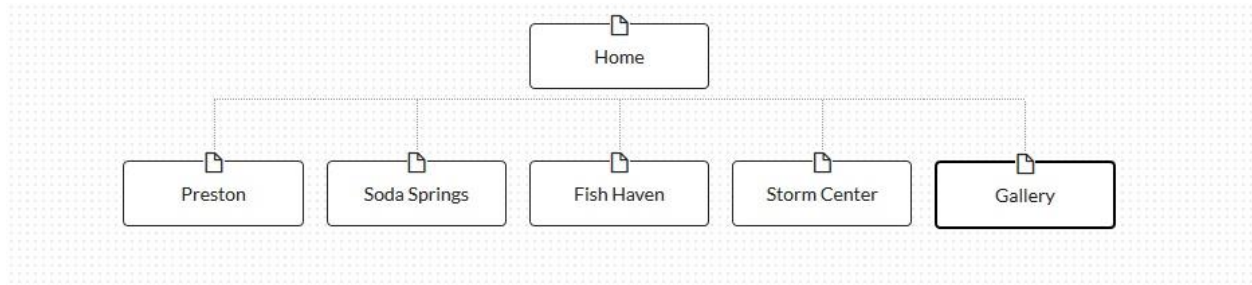
Social: Cole is the oldest of three kids. His mom and dad both work, so he and his siblings usually have a babysitter when he comes home from school. He enjoys playing video games and collecting Pokémon cards.

Knowledge of Weather: He likes hearing about things like thunder storms, tornados, and hurricanes. He doesn't pay very much attention to regular weather.

Scenarios

1. What is the weather going to be today?
2. What should I have my children wear today?
3. What is a weather story for my school report?
4. What is the weather going to be at the river for fishing?
5. How do I teach my students about weather in our area?
6. Is there the danger of a hurricane in my area?

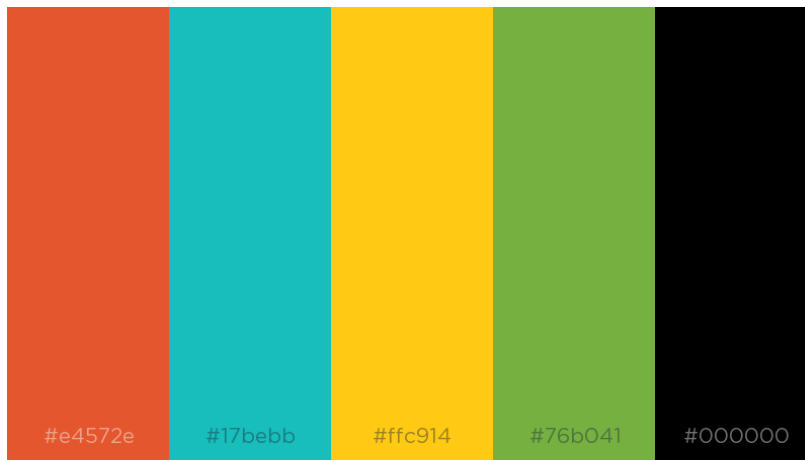
Site Map



Color Scheme

Sunny Day Weather is a site geared toward children, so bright happy colors are a must. The primary colors are often associated with children, so there is red, yellow, and blue. There is also a bright green. These colors will bring energy to the site.

Different sections of the page will be surrounded in red, yellow, blue, and green frames. The site header will have a blue background. The Navigation menu and footer will have a green background. The main part of the page will be a very light gray.



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colors.co/e4572e-17bebb-ffc914-76b041-000000

Typography

The primary fonts for this site are the Google Fonts Roboto and Boogaloo.

Element	Font	Size	Colors
Site Header	Boogaloo	40 px	Title Text: #ffc914 Sub-Title: #ffffff
Primary Navigation	Boogaloo	30 px	Unselected Links: #000000 Selected Links: #e4572e
Footer Navigation	Roboto	20px	#000000
Heading 1	Boogaloo	30px	#e4572e
Heading 2	Boogaloo	25px	#e4572e
Heading 3	Boogaloo	20px	#e4572e
Paragraph Text	Roboto	16px	#000000