

Way-To-Go Idaho Weather

Site Plan

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CIT 230
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Name

“Way to Go Idaho Weather”, (WTGI Weather)

<https://www.wtgiweather.news> (\$30 a year)

Purpose

The purpose of WTGI Weather is to keep the citizens of Preston, Soda Springs, and Fish Haven Idaho apprised of the local weather and relevant news. It needs to have a clean, comfortable layout that evokes local enthusiasm and interest so that it is a page that visitors will use again and again instead of perhaps more popular outlets such as WeatherBug. The site will feature a gallery of weather phenomena “captured by users” and a “Submit your photos” page.

Target Audience



Joe Preston

Age: Fifties

Occupation: Farmer

Purpose of Visit: Wants to see weather forecasts and stay apprised of local goings-on. Also enjoys the local photo contest.

Device: Home Desktop



Jane Deere

Age: Early Twenties

Occupation: Backpacker / Full-time Student

Purpose of Visit: Intends to spend her vacation at Bear Lake, wants to see what the weather is typically like this time of year.

Device: iPad



Phil Foto

Age: Mid Thirties

Occupation: Mechanic / Amateur Photographer

Purpose of Visit: Takes photos of local landscapes and wants to share his work on the site.

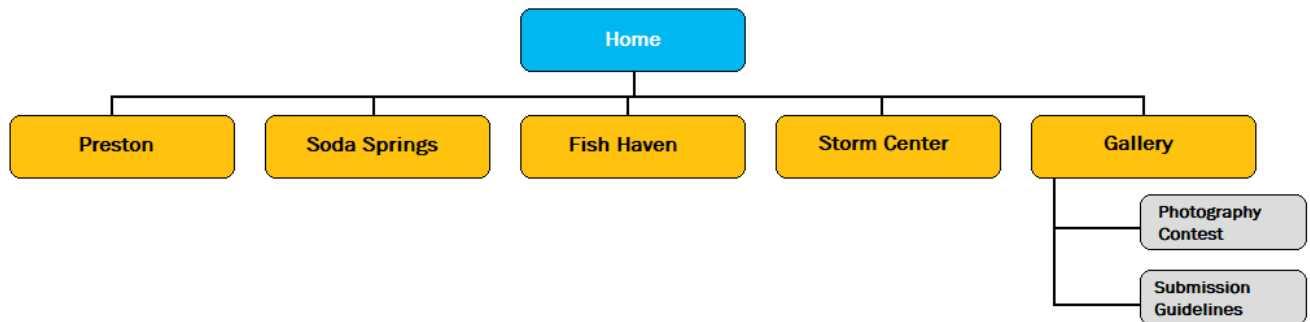
Device: Mobile

Potential Scenarios

- What will the weather be like on Saturday?

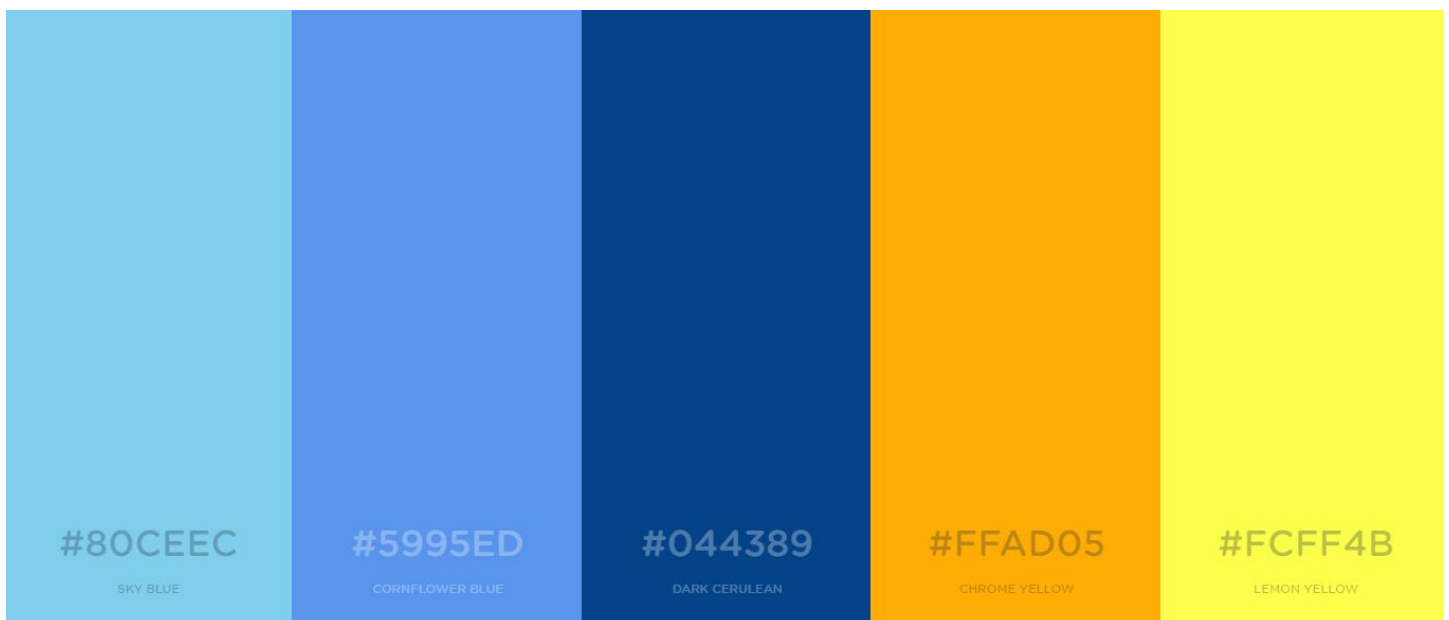
- Are photos in the photography contest copyrighted? By whom?
- What are the residents of Fish Haven like? Are they nice? What are they proud of?
- How will the snowstorm affect Tuesday's band practice?
- Where can I get good shots of lightning near Soda Springs?

Site Map



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Color Scheme



Color Scheme (continued)

Sky Blue: #80CEEC / (128,206,236)

Cornflower Blue: #5995ED / (89,149,237)

Dark Cerulean: #044389 / (4,67,137)

Chrome Yellow: #FFAD05 / (255,173,5)

Lemon Yellow: #FCFF4B / (252,255,75)

Typography

| | | | | |
|--------------------|--------------|-------------------|--------------------|---|
| Header | Raleway | 2em (32px) | #044389 #5995ED | Lorem |
| Primary Navigation | Raleway | 1.375em (22px) | #5995ED #FFF | Ipsum |
| Footer Navigation | Raleway | 1em (16px) | #80CEEC #FFF | Lorem Ipsum |
| H1 | Raleway | 1.625em (26px) | #FFAD05 | Lorem |
| H2 | Raleway | 1.375em (22px) | #FCFF4B | Ipsum |
| H3 | Raleway | 1.125em (18px) | #FFAD05 | Lorem Ipsum |
| Paragraph Text | Roboto Light | 1em (16px) | #7F7F7F | Dolor sit amet consectetur adipiscing elit, sed do eiusmod. |