



Site Plan

Site Description

The purpose of this document is to describe the objective(s) of ojuojo.com, its targeted audience utilization scenarios, site map, color scheme, typography, elements of style, etc. It is to be used as a planning and elaboration tool for the personal site to be developed this semester as part of the CIT 230 course.

Site Name

The site will be called **ojuojo**, which is a Yoruba word literally meaning the “eye of the weather.” It is a word mostly used by the Yoruba people of Nigeria, West Africa, to describe the act of predicting the future of the weather. They are seen to look into the sky to predict the fate of the weather.

Site Purpose

The aim of this site is to provide as accurate as possible prediction of what the weather will be like in the near future. Ojuojo will focus on helping people across different work sector to make accurate prediction of the weather to achieve high productivity.

Target Audience

The target audience of the ojuojo web site is described below:

Who: Individual who depends on the weather to achieve daily business task like; aviation industry, boating, and other means of transportation. Farmers, outdoor gamers like footballers and athletes, event planners, and tourists.

Age: 12 and above

Technology: Tablet. Phone. PCs.

Income: 20,000USD ~ above (annual)

Motivation: Higher productivity and efficiency.



NESTA S. ESHUN

Occupation: CEO Biggy Transports Int'l

Demographics and Education: 33 years tycoon. Chairman of West African International Transport Union.

Goals and Motivations for using the site: Uses the website to know weather prediction to coordinate business activities.

Social: An active party goer. Likes dancing and outdoor games like football and swimming. Love visiting her sister's kitchen as he enjoys both Western and African delicacies.

Technology: Use mostly his Dell Latitude laptop and iPhone 6s. Enjoys surfing the internet using his laptop. He derives much pleasure using his iPhone XS to capture memorable events with his friends when he goes out to have fun because of the camera. He also spends most of his time surfing the internet to find more business opportunities.

Quote: "Wherever I find myself, I look for problems that presents an opportunity for business."



NKENTA U. FERDINAND

Occupation: Event Organizer, Web Developer, and successful Model.

Demographics and Education: 29 years. PhD in Programming.

Social: Active young man who loves going to parties. Has love for passion and passionate about fashion trends.

Goals and Motivations for using the site: **Social:** He uses the website's information in determining appropriate time for organizing events.

Technology: Use mostly his laptop, Dell Latitude notebook pro, third generation as he is known to always sells phone he buys. He cannot use a particular phone for a week without selling.

Quote: "Fashion is everything, it is the beauty of the world."

Scenarios

1. What are the benefits of OJUOJO?
2. How can I benefit from OJUOJO's services?
3. What are the benefits of OJUOJO?
4. Will there be other option to subscribe to the site for auto updates?

Content Architecture

Content List

This section describes how each of the scenarios identified in the previous section will be met, through providing appropriate and well-organized content. Each main topic will have its introductory page.

Scenario 1: **What are the benefits of OJUOJO?**

- Text page explaining the important of using weather forecast and how OJUOJO makes the best choice.
- Short video clip describing how it is used and how it can benefit individual or an organization

Scenario 2: **What are OJUOJO core ideas?**

- Text explaining OJUOJO core ideas
- Video showing the core ideas of the website

Scenario 3: **What are the benefits of OJUOJO?**

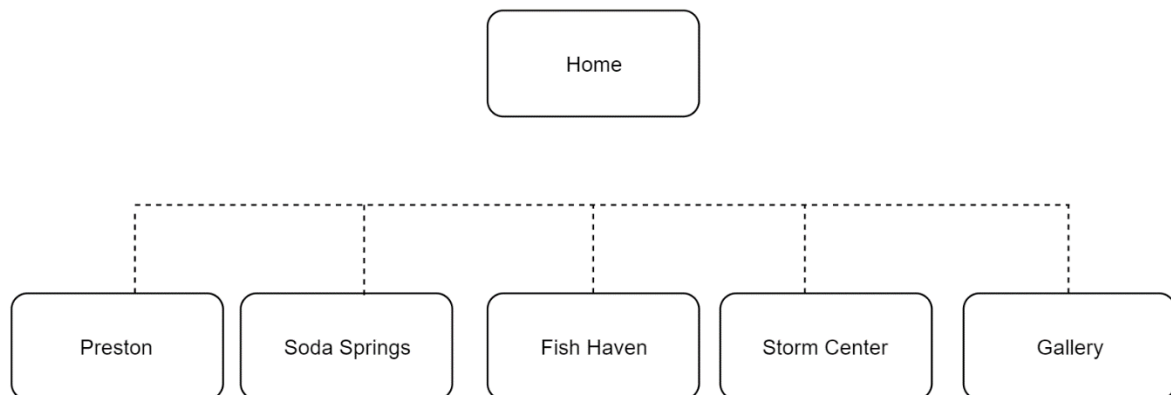
- Text explaining the importance of **OJUOJO** to an organization.
- Video describing how **OJUOJO** could be off benefit

Scenario 4: **Will there be other options to subscribe to the site for auto updates?**

- Will there be other option to subscribe to the site for auto updates?
- A push notification message that will suggest to the user if they would prefer an auto update.
- They can as well unsubscribe to this service at any time.
- Text that will guide them on how to complete the setup for auto updates.

Site Map

This section describes the basic structure of the **OJUOJO** website.



Color Scheme

Here are the color styles for the site OJUOJO

Primary Color:

#0000ff – Site Name Color

#ffff00 – Action button

#0080ff – Link Color

#ff0000 – Hover Color

#990033 – Active Link Color

Typography

Describes the font-family, style, size, and height allocated to each section of the page that will be used in OJUOJO web site for header, navigation link, content, footer and more.

Object	Font	Size	Color	
Site Name Color	Arial Black	18px	#0000ff	
Heading	Comfortaa	16px	#333333	
Nav	Open San	15px	#333333	
Content	Open San	16px	#333333	
Footer	Arial Black	13px	#ffffff	

Navigation

The navigation section will be located just below the Site Logo or the Site Name. It will include the following format of design.

- A background color of blue = #0000ff
- Text color of white = #ffffff
- Font size = 15px

Here is a prototype of how it will look.

