

# Site Plan-Luke Lucas

## Site Description

### Site Name

[www.townofweather.com](http://www.townofweather.com)

The cost of this site a year is 12 dollars.

### Purpose statement

The purpose of this site is be able to click on a town and see the weather. There will be an article about local weather phenomena.

### Target Audience

Who: Those live in the towns or nearby, Tourists, visiting friends and family, truckers, and business groups.

Age: 14 – 90

Income: All income

Motivation: Find out what the weather is like for nearby activities.

### Personas

Tourist: Jane Robleson

Occupation: Photographer

Demographics and Education: 25 years old, Art Major Graduate and Freelance Photographer.

Goals and Motivation: Check the weather to see what conditions of nearby places that she is going to photograph.

Social: Active and loves the outdoors and to be near architecture.

Technology: Phone Lover and ipad user.

Local Soccer Mom: Stacy Janet Jackson

# Content Architecture

## Scenarios

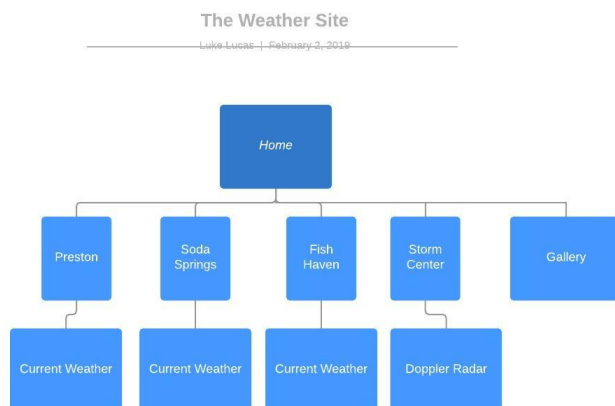
Scenario 1: I am visiting the town and would like to know what the weather is going to be like.

Scenario 2: Checking the weather before commute.

Scenario 3: What is the weather going to be like, is it going to rain?

Scenario 4: Do I need to wear a coat today, tomorrow or next week?

## Site Map



# Style Guide

## Color scheme

Primary Color: #6FB1EB

Primary Navigation: #211C6D

Secondary Navigation: #1C185C

Header Background: #DEEAFF

Header 1 (h1): #D6D6CC

Header 2 (h2): #D6D6CC

Header 3: (h3): #D6D6CC

Paragraph text (p): #333331

Navigation Text (nav): #FFFFFFA

## Typography

Default Paragraph Text: Merriweather, 16px regular

Heading Level 2: Merriweather, 20 Bold

Heading Level 3: Merriweather, 18 Regular

## Navigation

## Responsiveness