Site Plan.

Site Purpose

This website is for consult the weather in that moment and get more information about it. Articles, statistics for the next days and why is the reason for this weather?.

The Audience

Our audience are the people that out each morning for work, do exercise, go to school or like to do activities outside and they want to be prepared for the conditions of the weather. People that have access to some device like tablet, cellphone or computer and constantly need to check the weather or they want to know more about the condition of the weather for the next days.

Range: 16 to 35 years old

Who: Anyone who needs or likes to go out for long periods of time or who live in important weather conditions. For example: athletes, employees, people that love do activities out there.

Personas

- Jim Hutton

- **Occupation:** Programmer

- **Demographics and Education:** He studied enginery, has 35 years old and is an employer in a software company in the middle of the city. He needs out of his house each day at 7 am and return at 8 pm to his house.

- **Goals and motivation for using the site:** Each day before to out of his house, he looks how will be the weather in that day and take cautions, is part of his routine.

- **Social:** He is married and has 3 children, He like watch movies in his free time and out with his family on weekends because is when he has more time, he usually out at the park or search activities outside.

- **Technology:** He use every day a computer because he is a programmer, use a smartphone and has many apps for many situations. He loves the social networks and is in a group of Facebook where he finds activities for do on weekends.

- John Nash

- **Occupation**: athlete

- Demographics and Education: He has 25 years old and he is cyclist, all mornings out to train his routine and be prepare for the next competition

- **Goals and motivation for using the site**: He loves the sports outside, He always is out there so always is checking the weather in his cellphone at night before out. Constantly review the weather that come.

- **Social:** He loves to ride in his bike out there and loves planning travels in the mountain routes with his friends.

- **Technology:** He always use his smartphone for check the weather, planning a route and find places to eat.

Personas

- Kate Johnson
- **Occupation:** Photographer
- **Demographics and Education:** She has 28 years old and she studied Photography in the university, she lives in a city working for an important magazine.
- **Goals and motivation for using the site:** His work is taking pictures and planning sessions with the models; she and his team need to find places for take pictures and constantly she is checking the weather and be prepare for the situation.
- **Social:** In her free time, she always tries to out of the city and camping in national parks or reserved areas, because she loves the landscape photos.
- **Technology:** She has a cellphone but, she always carries on her laptop for edit his pictures in the moment or write in her personal blog.

- Alan Parrish
- **Occupation**: student
- **Demographics and Education**: He has 23 years old and his studying graphic design in the university, he lives with his parents and has a half time job.
- **Goals and motivation for using the site:** He loves to go out with his friend to camping, do trekking and take pictures in some occasions, is his hobby. So, before to out he always checks the weather where he will go.
- **Social:** He loves the photography and the art, he likes paint and go out with his friend to many different places for do trekking, is in a blog where he asks about routes and beautiful places for take pictures.
- **Technology:** Always carries on his cellphone and his tablet.

Scenarios

- **1. Where can I find the weather in the web?**

    HelloWeather.info is a site when you can find the weather and more information about this topic.

- **2. I'm living in a cold place and constantly need to check the weather for take my cautions.**

    HelloWeather.info can give you real-time weather and obtain more information about it.

- **3. I want to go camping and I need to know how is the weather in that place.**

    HelloWeather.info can provide you this information, because we can show the weather in more than one place.
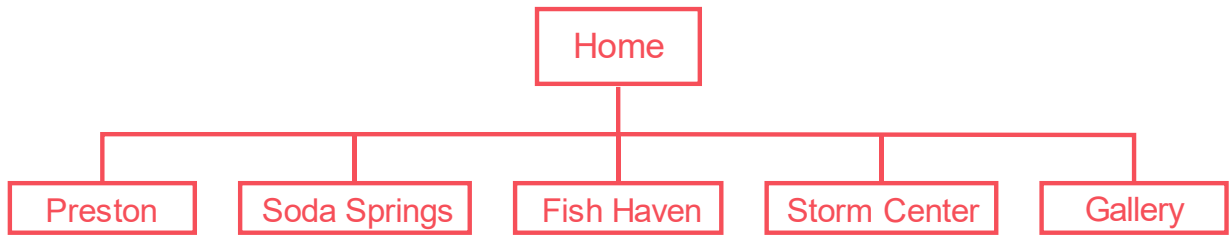
- **4. I need to go out and train for my next competition, how is the weather right now?**

    HelloWeather.info can tell you the real-time weather and you can check it in all devices (Tablet, mobile and Computer)

- **5. I'm interested in the weather and I want to find more articles or reports about it, where I can find this information?**

    HelloWeather.info can provide you this information, we are not just the weather website, also we tell you why the weather is like that.

Site Map

color scheme

This color scheme is based in the two principal kinds of colors: cold colors and warm colors is a simple reference with the weather cold and warm. We have two primary colors:

Hex: #F64F59
RGB: 246, 79, 89

Hex: #12C2E9
RGB: 18, 194, 233

This are our secondary colors:

Hex: #C471ED
RGB: 196, 113, 237

Hex: #FB7544
RGB: 251, 117, 68

Hex: #4E78D3
RGB: 78, 120, 211

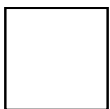And this are our neutral colors or fill colors:

Hex: #4B5670
RGB: 75, 86, 112

Hex: #A2ABBF
RGB: 162, 171, 191

Hex: #C1C7D5
RGB: 193, 199, 213

Hex: #FFFFFF
RGB: 255, 255, 255

Our color palette based in this explanation will be the next:

Warm Colors — Cold Colors — Fill Colors

Typography

We principal typeface is:

Source Sans Pro

Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Black
Black Italic

This typeface does reference to the forms in the sky, in this case the curve form of the clouds, we selected the Sans Serif typeface because is easier to read and is a trend in our audience.

In the next form we stablished our typography:

Heading Level 1&2 (h1, h2) – **Source Sans Pro Bold**   Primary Color
Navigator Menu - **Source Sans Pro Semi-Bold**   Primary Color
Default Paragraph Text – Source Sans Pro Regular   Black or White
Text with a link – **Source Sans Pro Semi-Bold**   Secondary Color
Text Selected – **Source Sans Pro Semi-Bold**   Secondary Color
Text for quotes or references - *Source Sans Pro Light Italic*   secondary Color