

# Local Weather Forecast.news

## Site Plan

### Site Description

The purpose of this website is to inform and warn locals of the weather forecast in their area so they can plan for their day/week accordingly.

### Site Name

The name of this site will be Local Weather Forecast.news. This domain name is available for \$30.

### Purpose Statement

The main purpose of this website is to inform locals of current and upcoming weather forecasts, including alerts of dangerous weather so viewers can plan accordingly.

A secondary purpose is to report town news including road closures, school closings, new stores/buildings, and police reports.

The Local Weather Forecast.news site will inform users of upcoming weather and events to assist them in their daily/weekly planning.

### Target Audience

- **Who:** General Public and Agriculturists
- **Age:** 14 to 100
- **Technology:** Made for mobile devices, iPad, and desktops
- **Income:** Between \$28,000 and above annually
- **Motivation:** Plan for the upcoming day/week (what to wear, where to go or not go, how to care for gardens or cattle)

# Personas

Brenda C. Palmer



- **Occupation:** Stay at home mom of school aged children and/or younger.
- **Demographics and Education:** 40 years old. The “preparer” in the home. High school degree or higher.
- **Goals and motivation for using the site:** Gain weather information for the day and upcoming week, helping her children to dress appropriately for their day and to assist her in her travels while running errands. And staying informed about threats like pedophiles, diseases, recalled food items.
- **Social:** Very social, loves play dates with other moms at the park for a picnic. Looks forward to date nights downtown, trying new restaurants with her husband.
- **Technology:** Minimalist. Uses mostly her mobile device to call/text, take pictures, check Facebook, and add appointments/events to her calendar.
- **Quote:** “I thrive in my divine role as a mother and homemaker.”

Camilla Smith



- **Occupation:** Local gardener of potatoes and other vegetables.
- **Demographics and Education:** 35 years old. Sells her produce at local farmer’s markets and to the local grocery store. Holds an associates degree in agriculture.
- **Goals and motivation for using the site:** Be informed about upcoming weather in order to protect her gardens/produce accordingly.
- **Social:** Spends her time outdoors weeding and planting with her family. Shares recipes with friends and consumers. Brings extra produce to church to share.
- **Technology:** Minimalist. Uses mobile and desktop devices to check weather forecasts, to join and participate in Gardening tips and tricks Facebook groups, and to promote her produce sales.
- **Quote:** “To plant a garden is to believe in tomorrow. I am planting my future.”

## Scenarios

1. What’s the weather going to be Friday afternoon for my child’s friend’s birthday party?
2. Is there a freeze in the upcoming week?
3. Do I need to bring an umbrella with me to Costco today?
4. Is the freeway still under construction?
5. What does the new store on the corner sell?

# Content Architecture

## Content List

**Scenario 1:** What's the weather going to be Friday afternoon for my child's friend's birthday party?

- This site will provide a week in advance weather forecast showing the high and low and a weather icon depicting rain or shine and the like.

**Scenario 2:** Is there a freeze in the upcoming week?

- Agriculturists and the general public will be able to prepare a week in advance for severe and changing weather by visiting my site.

**Scenario 3:** Do I need to bring an umbrella with me to Costco today?

- Local Weather Forecast.news will provide an hourly report of the weather of the current day so the general public can plan appropriately.

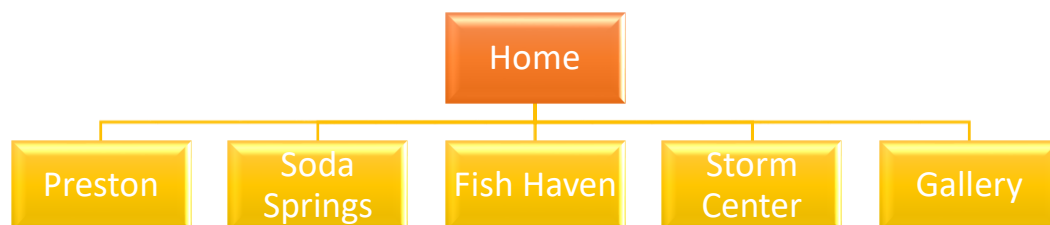
**Scenario 4:** Is the freeway still under construction?

- Road and freeway construction and other traffic updates will be posted on the site for the purpose of allowing the general public time to plan for when they will arrive at their destination.

**Scenario 5:** What does the new store on the corner sell?

- This site will provide information about new and upcoming stores in the area.

## Site Map



## Style Guide

Site Header	Georgia	40px	rgb(224, 142, 65)	<b>Sample</b>
Primary Navigation	Georgia	30px	#foaa29	<b>Sample</b>
Footer Navigation	Georgia	30px	rgb(224, 142, 65)	<b>Sample</b>
Heading 1	Georgia	30px	rgb(39, 110, 218)	<b>Sample</b>
Heading 2	Georgia	25px	rgb(118, 161, 224)	<b>Sample</b>
Heading 3	Georgia	20px	rgb(118, 161, 224)	<b>Sample</b>
Paragraph text	Calibri	16px	#000000	Sample