WeatherAnalysis.net

Site Name: The site name will be "WeatherAnalysis.net". This will be a weather site that provides information on weather related events.

Site Purpose: The purpose of the website is to educate the user on weather-related issues. This will be done by including weather-related content such as local forecasts, severe weather alerts, statistical weather reports from previous disasters, and more.

Target Audience: The targeted audience will be as follows:

- Anyone who is searching for weather-related activity in their area or any area they are traveling to.
- The age group will generally be young adults, middle-aged adults, and elders. Again, anyone who needs to know the weather.

Personas:

Tabetha

- Tabetha is a middle-aged woman who is trying to plan a trip to Orlando Florida. She hopes to research what the weather will be like and what would be the best time to visit.

Age & Income

- 48 years old, $68,000 a year on average.

Experience & Family Status

- No experience with weather, wife and mother to three children and two grandchildren.

Access & Devices

- Website access through online connection from home pc, laptop, or cell phone.

Jacob

- Jacob is a traveling businessman and wants to know what the weather will be like when he travels to Europe next week. He hopes to avoid any delays during his trip.

Age & Income

- 32 years old, $78,000 on average per year.

Education & Experience

- Master's in business administration, five years of experience, no experience in weather.
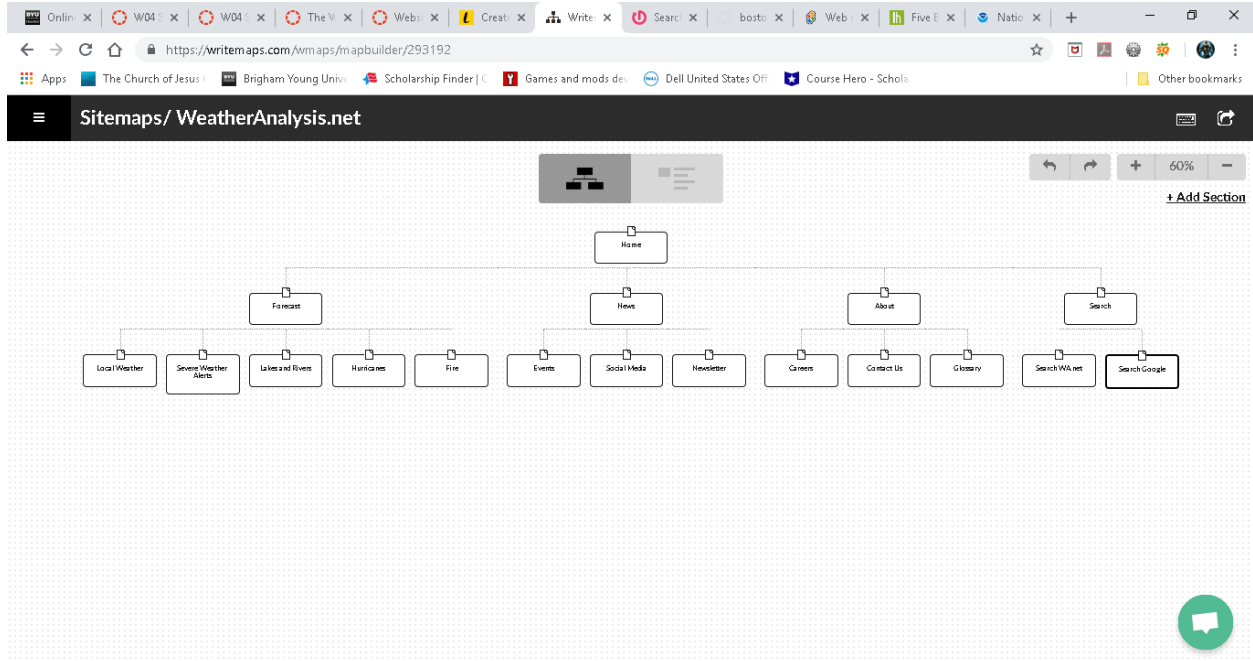
Family & Access

- Husband and father of four children, access through personal laptop, cell phone, or tablet.

Other Scenarios:

- Judith is an elderly woman who likes take walks to the local park when the weather is nice. She often searches the net to discover the weather forecast for the week.

- Luke is a weather forecaster. He works at a well-known weather forecast center. He conducts extensive research and preparation each day to prepare for work. He often visits online weather sites and compares their reports with his own.

- Brittany is a young woman who is planning her wedding reception at an outdoor pavilion. She needs to research what the weather will be like on the day of her reception.

Site Map:

Page ID	Client ID	Page Title	Page Note	Page URL	Page Colo	Page Colo	Title Tag	Meta Desc
page_001	1	Home			colorD	#ffffff		
page_001	2	Forecast			colorD	#ffffff		
page_001	6	Local Weather			colorD	#ffffff		
page_001	7	Severe Weather Alerts			colorD	#ffffff		
page_001	8	Lakes and Rivers			colorD	#ffffff		
page_001	9	Hurricanes			colorD	#ffffff		
page_001	10	Fire			colorD	#ffffff		
page_001	3	News			colorD	#ffffff		
page_001	11	Events			colorD	#ffffff		
page_001	12	Social Media			colorD	#ffffff		
page_001	13	Newsletter			colorD	#ffffff		
page_001	4	About			colorD	#ffffff		
page_001	14	Careers			colorD	#ffffff		
page_001	15	Contact Us			colorD	#ffffff		
page_001	16	Glossary			colorD	#ffffff		
page_001	5	Search			colorD	#ffffff		
page_001	17	Search WA.net			colorD	#ffffff		
page_001	18	Search Google			colorD	#ffffff		

https://writemaps.com/wmaps/mapbuilder/293192

Color Scheme:

Primary Colors

- Stormy #494E6B

- Cloud #98878F

- Sunset #985E6D

- Evening #192231

- Clean #DFDCE3

- Cool Grey #CDCDCD

Typography:

Fonts

- Arial

- Sans-Serif

- <u>Calibri</u>

Sizes:

- 12px

- 15px

- 18px

Colors:

- #808080

- #000000

- #00FFFF

- #008000

- #FFFF00