

# Website Planning Document

By Curtis Heslop

## Site Name

# Weather To Be

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

## Site Purpose

The purpose of this website is to show users an updated weather forecast of the following towns Preston, Soda Springs and Fish Haven. The users will be able to plan their day accordingly to the weather that is forecasted. The home page will feature a current weather story. Each town will have information about the town and anything that is important.

## Target Audience and Scenarios

The target audience will be males and females in their 30's and 40's. Mid income families will need to know the weather because of the opportunities to spend it outside. Some users will find it very useful as they spend their time on Bear Lake. The outdoors will play a huge role in the user's life. The website will be visited from a search engine like google. It will mainly be accessed from smart phones, as many people are outdoors.

### Personas

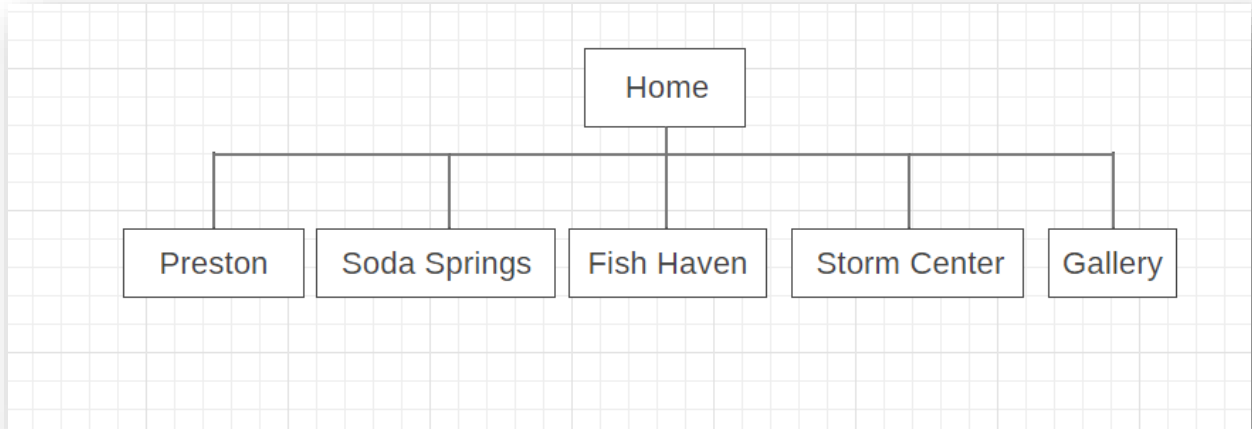
Sarah Bows

Store Manager has family with husband and three younger children. Spends free time outside with children and husband.

Matthew Kilp

Dog trainer single male that spends time with dogs and other animals. Has outside shelter, enjoys time with family and friends outside.

# Site Map



The user will be directed to the home page. From the home page the user will be given the chance to go to the Preston, Soda Springs, Fish Haven, Storm Center or Gallery pages and back to the home page.

# Color Scheme

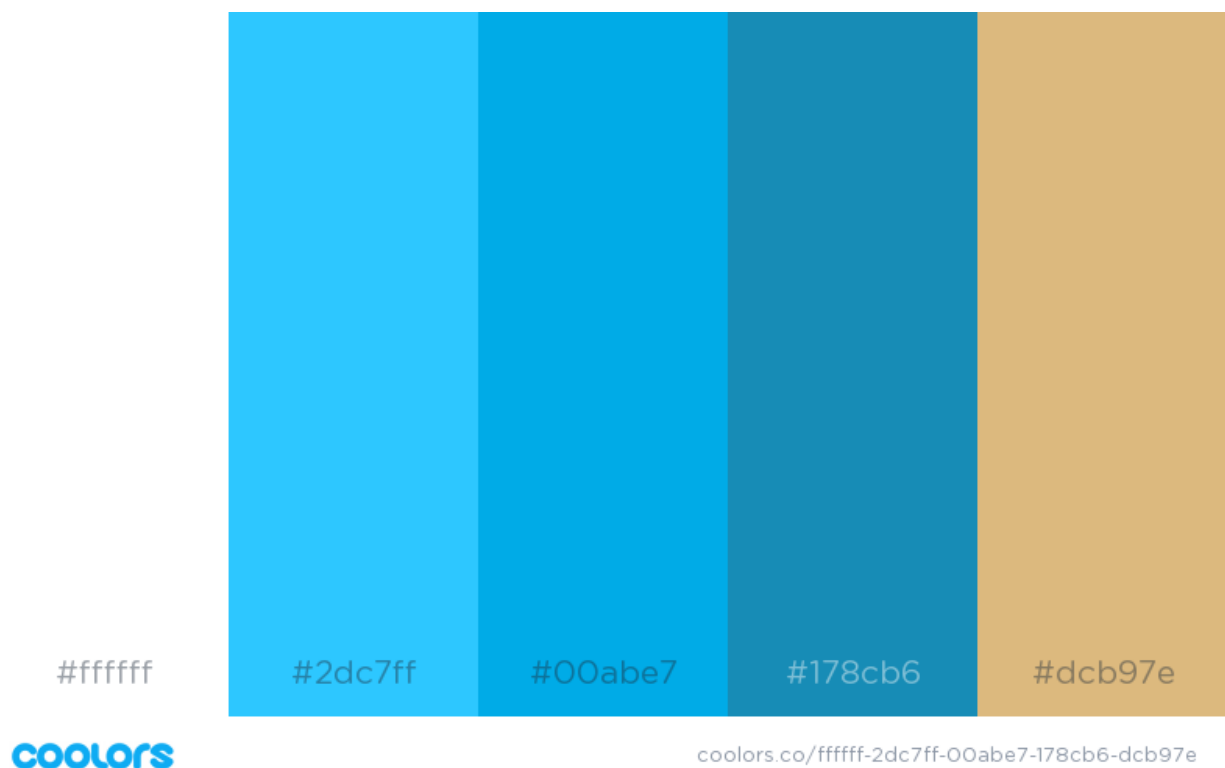
#ffffff will be used for the background

#2dc7ff will be used for the header and footer

#00abe7 will be used for links and special text

#178db6 will be used for the nav bar

#dcb97e will be used for borders



# Typograph

The fonts used will be Harrington and Raavi. Harrington will be used for the headings and raavi will be used for the paragraphs.

Harrington

Heading 1

Heading 2

Heading 3

Paragraph

Raavi

Heading 1

Heading 2

Heading 3

Paragraph