Site Name:

Idaho Weather Spot
Idahoweatherspot.com

Site Purpose:

The purpose of this weather site is to provide current weather conditions and other town information for the cities of Preston, Soda Springs, and Fish Haven Idaho. There will be accurate and up to date articles about expected and unexpected seasonal weather occurrences and tips for dealing with those situations.
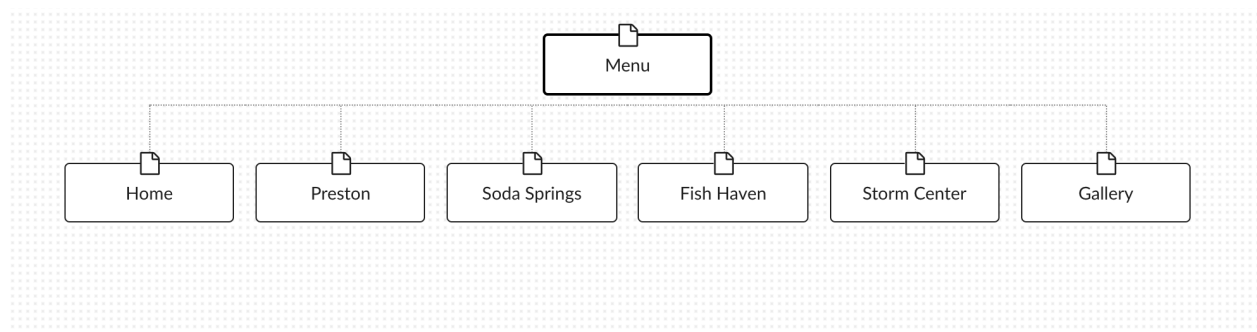
Target Audience:

Persona #1: Ben and Karen are a retired traveling couple that often travel through Idaho to visit family. Ben was an engineer and Karen was an elementary school teacher. They like checking out older downtown areas, staying at B&B's and finding the best antique shops. While not the most tech savvy, they often use their iPad to watch the news and facetime with their grandkids.

Personal #2: Jessica is a 35-year-old married mom of 3 that lives in Preston, ID. She works as a freelance photography and on her weekends off likes to take her family camping at Bear Lake near Fish Haven. Since she likes to plan ahead, she frequently uses her phone to navigate location, check weather conditions and find places to eat.
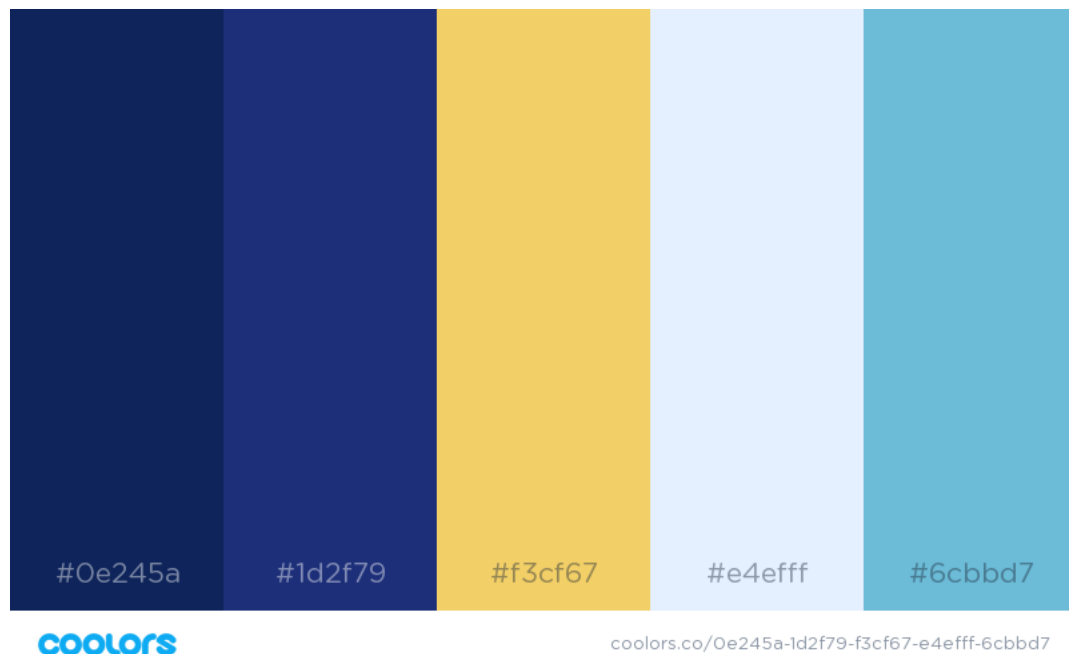
Five Scenarios:

1. Will it be warm enough to swim at Bear Lake?
2. Do I need to bring my umbrella with me while I shop downtown?
3. Are the roads too icy to drive on?
4. What kind of weather does Idaho experience in the Spring?
5. What is the weather like today?

Sitemap

Color scheme & Typography w/ references to elements/content:

| #0e245a | #1d2f79 | #f3cf67 | #e4efff | #6cbbd7 |

coolors

coolors.co/0e245a-1d2f79-f3cf67-e4efff-6cbbd7

I am choosing the following color scheme of various shades of blue with a yellow and aqua accent color. Also, a very subtly shade of blue-white instead of using a super bright white. These colors work well together and are easy on the eye and reflect a weather feel of blue skies and sunny days. The plan is to have most of the text in #e4eff with the darker blue backgrounds and having the yellow and aqua be accent colors.

I chose the Roboto and Roboto Bold Fonts from the Google font library. I think this typeface is easy to read and looks good both small and large.

Roboto
ABCDEFGHIJKLMNOPQRUSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

This is an example of a heading