

longsleeves.com

Site Plan

Site Name

According to GoDaddy.com, the domain name (longsleeves.com) is available at a price of \$9,999.00 plus an additional \$17.99 per year. The higher price is due to commonly searched terms; therefore, it is a premium domain name.

Site Purpose

The initial landing page of the site will provide real time weather conditions based on the user's location. There will also be links for other locations. The other location pages will also feature information and relevant articles/content. The name is associated with the fact that many people search for weather conditions in deciding how to dress. A unique part of the site will include recommended articles of clothing based on weather conditions.

Target Audience and Scenarios

The target audience is the 18-30 demographic, students, young professionals, and parents with young children. The site will be accessed most in the mornings and evenings using desktop and mobile devices. Students and young professionals are often without personal vehicles, relying on being on foot, bike, or public transportation. Since they will be braving the elements while moving between classes, library, work, friends, stores, and restaurants, they want to be prepared for the elements. Parents with young children are new to parenthood and are very conscience of the effects of the cold, rain, snow, UV rays, and wind. They want to make sure their children are well protected.

Persona A

Name: Melissa Smith

Occupation: Student at State University

Demographic: 20 years old, 3.8 GPA, social, involved in clubs and student organizations, volunteers on weekends, travels during time off.

Goal/motivation for using site: Does not own a vehicle and relies on being on foot, bike, or public transportation. Moves all over campus throughout the day, as well as going to work, friends, stores, and restaurants. She wants to be prepared for the elements,

doesn't want to be caught in the rain without proper attire, can't afford to get sick due to being unprepared.

Technology: Uses her Macbook, iPhone, and iPad.

Persona B

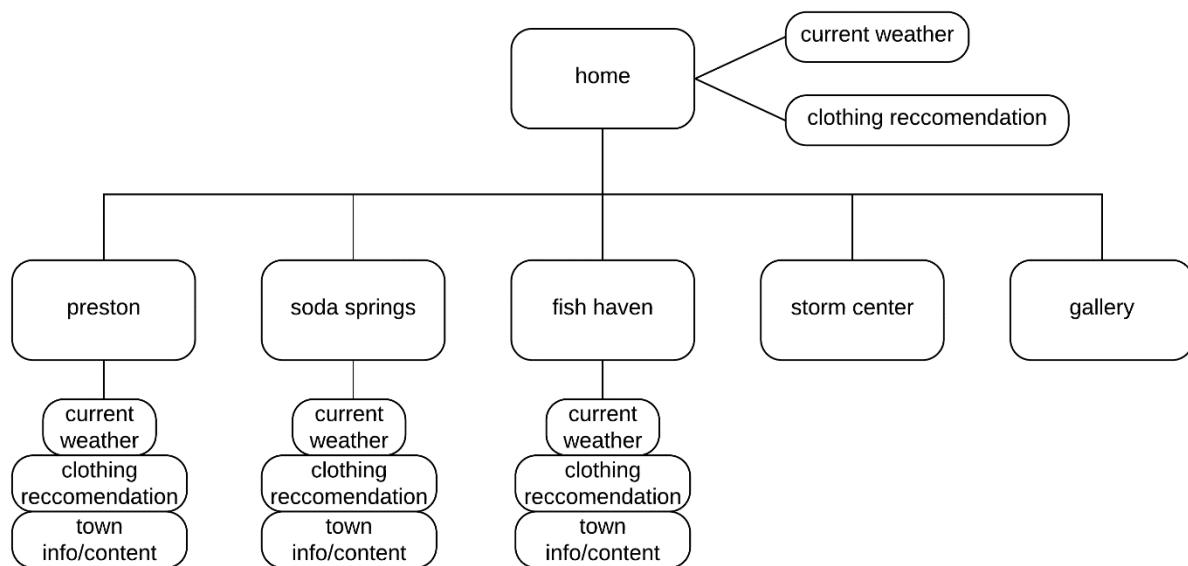
Name: Luke Anderson

Occupation: Software Engineer

Demographic: 28 years old, has been with well known software company for about 2 years, married and has a 6-month-old girl, goes on weekend day trips with them.

Goal/motivation for using site: Luke is new to parenthood and he and his wife are very conscience of the effects of the cold, rain, snow, UV rays, and wind. They want to make sure their daughter is well protected when they venture out of the house.

Site Map



Color Scheme

Color Palette:

#C6C386 #7DF9FF #0095B6 #0892D0 #000000

Typography

Site Header	Raleway (Google Font)	65 px	#000000
Heading Level 2	Raleway (Google Font)	50 px	#0095B6

Heading Level 3	Raleway (Google Font)	40 px	#0892D0
Paragraph Text	Helvetica	20 px	#000000