

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 basic information and links for three cities in Idaho. The city pages will feature current weather information and a 5 day forecast and relevant articles/content. The name is associated with the fact that many people search for weather conditions in deciding how to dress.

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.

Scenario 1

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.

Scenario 2

Name: Luke Anderson

Occupation: Software Engineer

Demographic: 24 years old, has been with well known software company for about a year, single and has an active social life

Goal/motivation for using site: Lives downtown and does not own a vehicle and relies on public transportation and ride sharing apps. He wants to make a good impression on others including dressing sharp and not allowing unplanned weather to affect his appearance.

Scenario 3

Name: Allison Jones

Occupation: Stay at home Mom

Demographic: 28 years old, married, first time mom of 6-month-old boy

Goal/motivation for using site: Allison is new to parenthood and is very conscience of the effects of the cold, rain, snow, UV rays, and wind. She wants to make sure her son is well protected when they venture out of the house.

Scenario 4

Name: Shaun Brown

Occupation: Student at Community College

Demographic: 19 years old, first year college student, works full time in addition to going to school

Goal/motivation for using site: Shaun goes to school in the morning and then works full time into late hours. He is gone from his house all day and wants to be sure he is properly dressed to accommodate all hours of the day.

Scenario 5

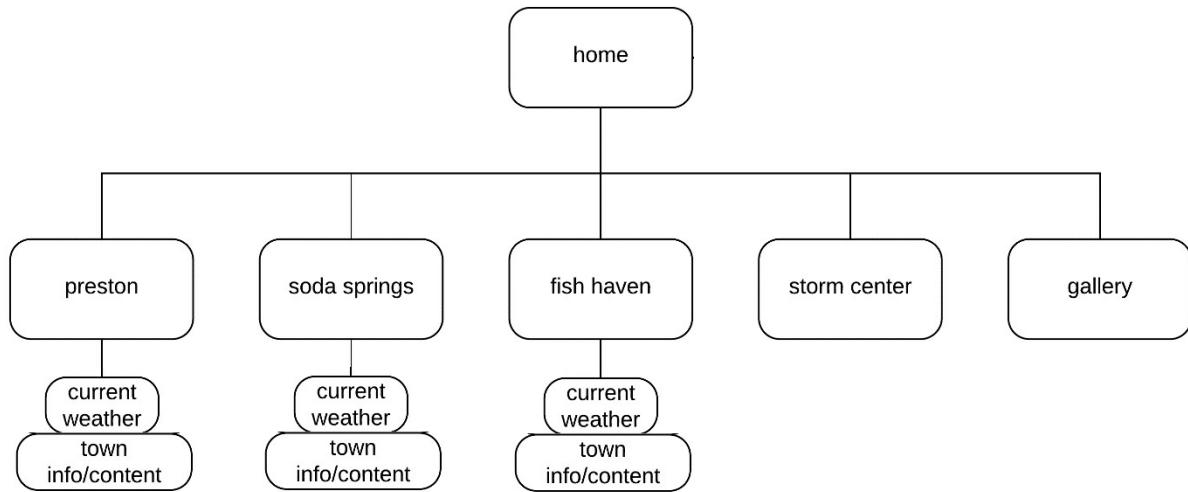
Name: Chim Richalds

Occupation: Teacher

Demographic: 29 years old, Married and has 3 young children, travels on weekends with family

Goal/motivation for using site: Chim and his family love to travel and try to take short weekend trips at least twice a month. With young children, they need to know how to pack to prepare for all kinds of weather.

Site Map



Color Scheme

Color Palette:

#2E4045 #83ADB5 # #0892D0 #4B86B4 #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	Raleway (Google Font)	20 px	#000000