

Site Name

The name of my weather site will be Forecast Today, at forecasttoday.com. It will be a website to get the current weather for a few towns in southeast Idaho.

Site Purpose

The main purpose will be for users to find out what the current weather is in one of the three cities, and also what the forecast will be for the next several days. They will also find information about each town.

Target Audience and Senarios

Who: This site can really be used by anyone living in or visiting the featured cities that need to know what the current weather is or what it might be in the next several days. Some examples would include a busy soccer mom that needs to know how to dress her athlete and what kind of weather protection she needs to take to the game, road trippers that would like to know what the weather is going to be for outdoor activities. Others would be someone needing to travel and wants to know what the roads might be like and a maybe a door-to-door salesperson that wants to see what to be prepared for during his day or week.

Age: 13-100

Device: This will be available for desktop as well as various sized mobile devices.

Personas:



Marc Reyes

Occupation: Product Salesperson

Demographic and Education: 21 years old. Beginner sales at a solar company. He recently returned from a mission and will start college soon.

Goals and motivation for using this site: Marc wants to know what the weather will be like for his work day so he can be prepared.

Social: Marc is an active person. He loves being around people and spending time with his family. He loves mountain biking and kayaking. He likes starting conversations with strangers and is friendly.

Technology: Marc will use his desktop for his homework when he starts school. He uses his phone for work to track his progress and for his social media.

Quote: "Feel the satisfaction from setting goals, working hard, and seeing it through to the end."



Melanie Roberts

Occupation: Mother, amateur photographer

Demographic and Education: 44 years old. Melanie is married and a mother of 3 children, 2 boys and 1 girl. She has a BS in Marriage and Family Studies from BYU-I.

Goals and motivation for using this site: Melanie needs to know how to direct her children in the dress for their outdoor activities.

Social: Melanie is very involved in the community and her children's schools. She spends a lot of time with her family outdoors and all the activities they are involved in.

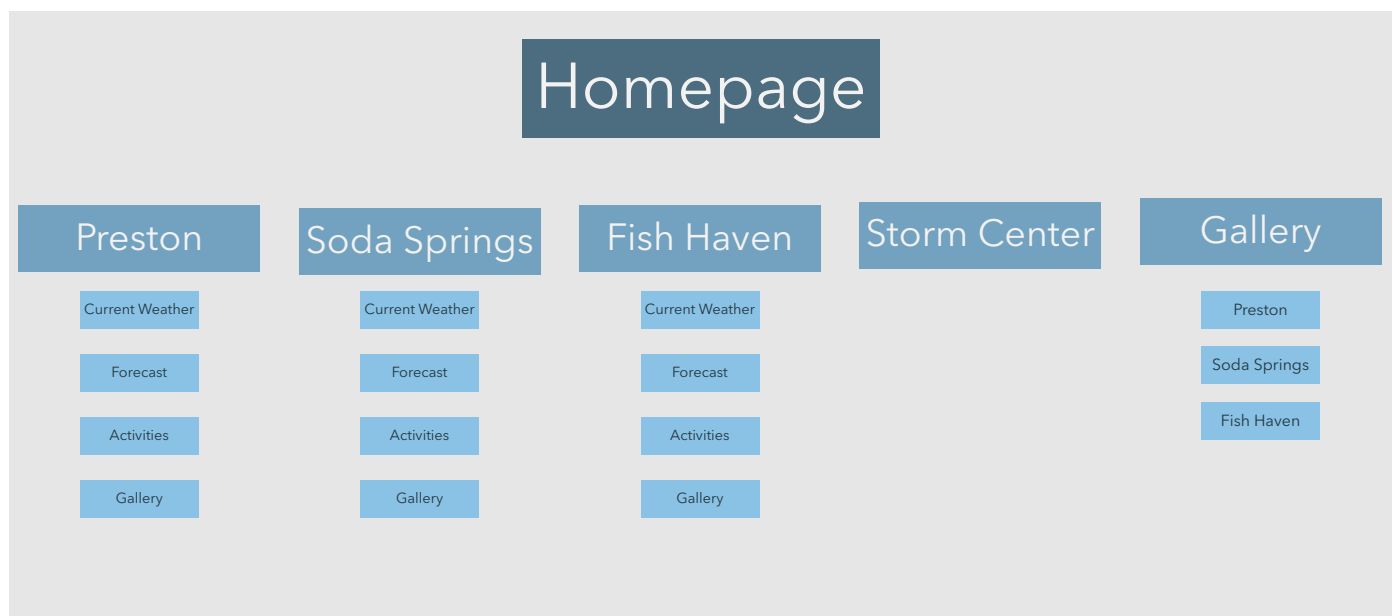
Technology: Melanie has a nice DSLR camera she enjoys taking pictures of her family with. She uses her computer for editing her pictures. She uses her smart phone when she's on the go.

Quote: "I feel the most joy when I am with my family. Whether we are sitting at home watching a movie, or out and about with a busy schedule, nothing makes me feel more happy than being with them."


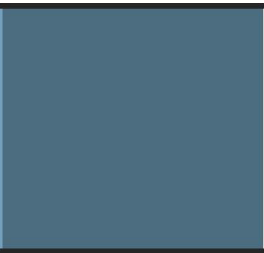
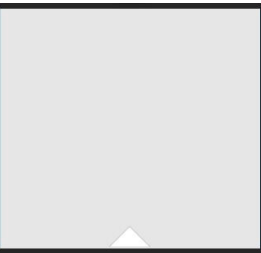
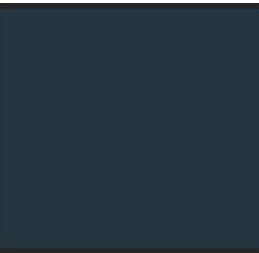

Scenarios:

1. We have a soccer game this weekend, what will the weather be like?
2. I see clouds rolling in, is it supposed to rain tonight?
3. We are planning a camping trip for next weekend, will the weather cooperate?
4. Is there anything fun to do in Preston, Idaho?
5. Where is Fish Haven, Idaho?

Site Map



Color Scheme

				
Second Level Navigation #72A2BF 114/162/191	Heading Background #4C6C7F 76/108/127	Page Background Light Gray #E6E6E6 230/230/230	Text #263640 38/54/64	Third Level Navigation #89C2E5 137/194/229

Typography

Site Header	Segoe UI	40px	#000000	Sample
Primary Navigation	Segoe UI	30px	#000000	Sample
Footer Navigation	Segoe UI	20px	#000000	Sample
Heading 1	Georgia	30px	#89C2E5	Sample
Heading 2	Georgia	25px	#89C2E5	Sample
Heading 3	Georgia	20px	#89C2E5	Sample
Paragraph text	Georgia	16px	#89C2E5	Sample