GemStateWeather.com

BEKAH CLAUSSEN

Site Purpose

Provide an easy-to-access website with current weather conditions for several towns in southeast Idaho. The site will include current news stories relating to the weather, current images of the weather conditions, and other town information that is relevant. Primary users will be current residents and tourists. Several weather sites already exist to check the weather, but GemStateWeather.com will be unique because it will provide weather reports and conditions tailored to the area of southeast Idaho. Three towns will be our focus: Preston, Soda Springs, and Fish Haven. Each town will have its own page, with additional pages for a Storm Center and Gallery.

Target Audience

Our target audience will mostly be the residents of the southeast Idaho area. The median age of residents of eastern Idaho is 33, which means that many ages will be accessing the site (teenager to retired). The majority of users will be using their phone, to check the weather quickly. Many users will be blue collar workers, checking the weather before heading out to ranch and farm, a major industry in the area. We will want the site to use plain language, with easy-to-see buttons and menu items. Additionally, our second main user group will be tourists coming to the area to fish, hunt, and hike. Since outdoor activities are the most common tourist draw, knowing the weather quickly will be important.

Neither of our personas (local and tourist users) will be familiar with weather patterns or highly specific weather jargon, so the site must be focused on simple terminology and strong visuals. Visuals will be the most useful for determining the weather, with clear descriptions underneath.
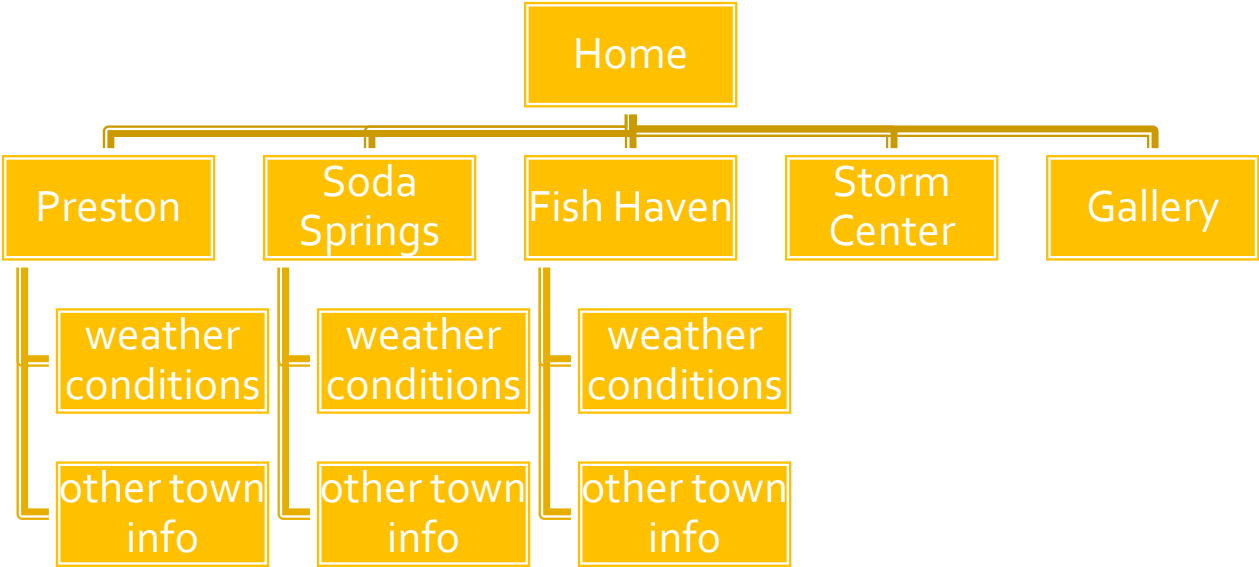
Use Case Scenarios

Local users:

➢ How close is that storm so I can know when to shelter my animals without being caught in it?
➢ Will the buses be running this morning to take my child to school?
➢ How deep is the snow level?
➢ Elk hunting is better after snowfall. When should we go out this week?
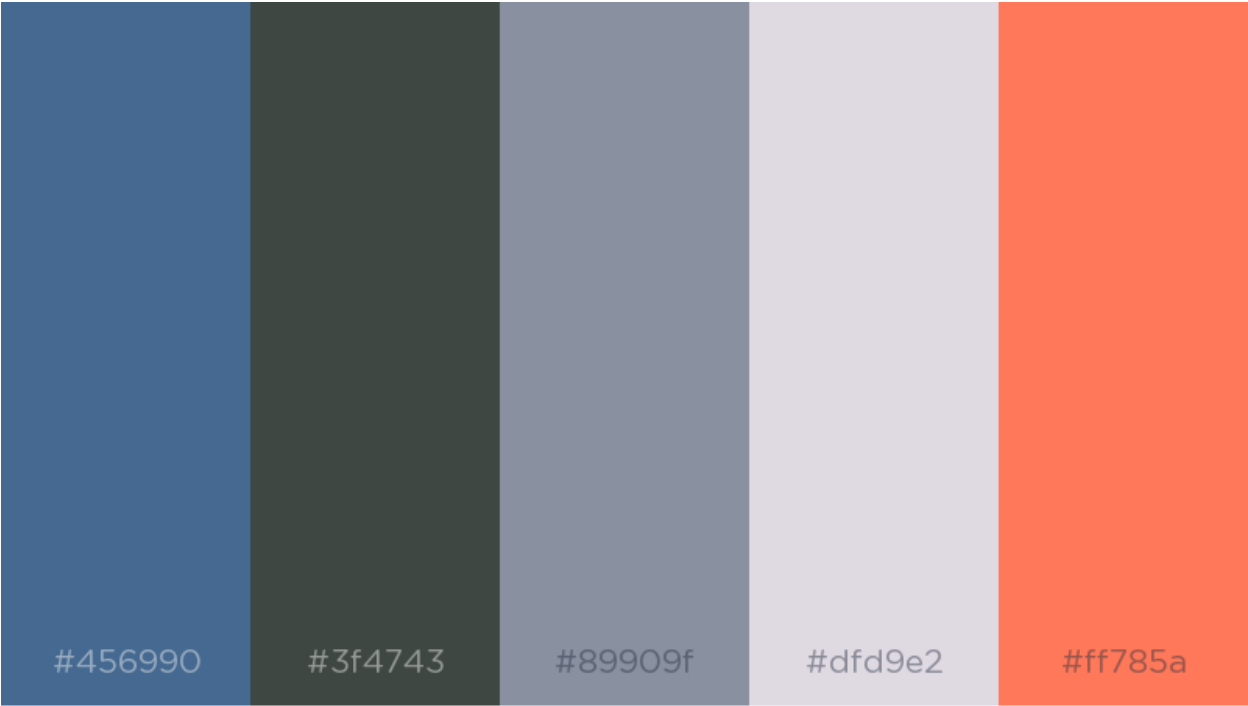➢ Will it freeze this week, or should I plant my crops now?

Tourists:

➢ I want to fish in Bear Lake. What day will be clear?
➢ Will I need a raincoat for my hiking trip?
➢ Is it warm enough to float the Portneuf?
➢ What will the water level at local rivers and ponds be like this weekend?
➢ What SPF sunscreen might I need for the hike?
➢ Has it recently rained? Will the trail be muddy?

2:

Site Map

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                        ┌──────────┐
                        │   Home   │
                        └──────────┘
      ┌───────────┬───────────┼───────────┬───────────┐
┌──────────┐ ┌──────────┐ ┌──────────┐ ┌──────────┐ ┌──────────┐
│ Preston  │ │   Soda   │ │   Fish   │ │  Storm   │ │ Gallery  │
│          │ │ Springs  │ │  Haven   │ │  Center  │ │          │
└──────────┘ └──────────┘ └──────────┘ └──────────┘ └──────────┘
   ┌──────────┐ ┌──────────┐ ┌──────────┐
   │ weather  │ │ weather  │ │ weather  │
   │conditions│ │conditions│ │conditions│
   └──────────┘ └──────────┘ └──────────┘
   ┌──────────┐ ┌──────────┐ ┌──────────┐
   │other town│ │other town│ │other town│
   │   info   │ │   info   │ │   info   │
   └──────────┘ └──────────┘ └──────────┘
```

Color Scheme

| #456990 | #3f4743 | #89909f | #dfd9e2 | #ff785a |

coolors

coolors.co/456990-3f4743-89909f-dfd9e2-ff785a

Primary Color	Secondary	Accent	Accent	Accent
#456990 (blue)	#3f4743 (dark grey)	#89909f (grey)	#dfd9e2 (pale grey)	#ff785a (orange)

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Typography

The font for the site header will be Patua One, with Nunito and Libre Baskerville serving as the fonts for most of the content.

Site header	Patua One	40px	#456990	SAMPLE
Primary navigation	Nunito	28px	#3f4743	Sample
Footer navigation	Nunito	18px	#3f4743	Sample
Heading 1	Nunito	32px	#ff785a	Sample
Heading 2	Nunito	25px	#ff785a	Sample
Heading 3	Nunito	20px	#ff785a	Sample
Paragraph text	Libre Baskerville	16px	#3f4743	Sample