# Site Name:
A. Site Name: Idaho's Fickle Forecast
B. Domain: IdahosFickleForecast.com (Wix.com $14.95/year)

# Site Purpose:
A. The purpose of this site is to inform viewers of the daily forecast, along with the future forecast.

# Target Audience
A. *Personas A*
   a. Hyper Pieper
      i. Age: 25
      ii. Income: $32,500 Annually
      iii. Education: Bachelors of Science
      iv. Experience: 3 years as a 6th grade teacher
      v. Family: Married with 2 children
      vi. Reason for accessing site:
         1. Determine how she will dress for the day
         2. Know if her students will be staying indoors or going out for recess
      vii. Access/Device used: Checks phone throughout the day for weather updates
      viii. Hobbies: Reading, cooking, and taking scenic drives
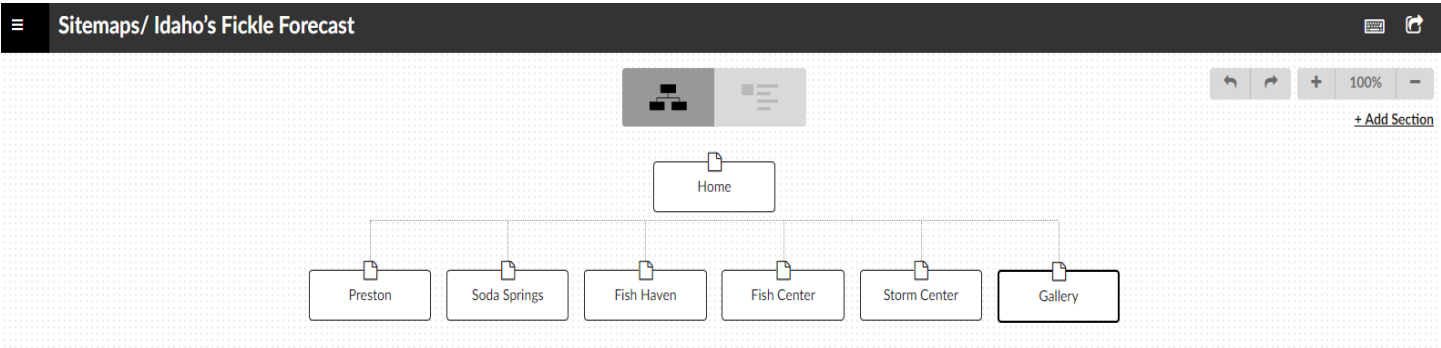
B. *Personas B*
   a. Radley Styles
      i. Age: 31
      ii. Income: $54,000 – $62,000 Annually
      iii. High School Diploma with some college
      iv. 15 years as an outdoor guide for fishing and rafting
      v. Family: Lives by himself
      vi. Reason for accessing site:
         1. Works outdoors and needs to plan his dress according to the weather
         2. Needs to know if weather will permit for his daily guided trips
         3. Does a lot of outdoors stuff for fun and checks the weather often
      vii. Access/Device Used
         1. Personal Laptop: Website is his homepage so he can check weather quickly in the morning
         2. Phone: Periodically checks the weather to make sure he is not putting himself or others in danger
      viii. Hobbies: Anything outdoors

# Scenarios
B. I go snowboarding often and want to go on days where there is fresh powder.
C. I take a lot of family trips and need to know the weather patterns to make sure the roads are good.
D. I coach a baseball team and need to know if the weather is going to be okay for practice.
E. I have a boat and take the family out often to fish and tube. I check the weather before we go to make sure I am not putting the family in bad conditions and danger.
F. I like to fly kites with my kids and look for days in the forecast that have wind so we can plan when to fly them

# Site map/ Navigation



# Color Scheme/Typography

| Site Header | Showcard Gothic | 40px | Deep Sky Blue: 00BFFF | SAMPLE |
|---|---|---|---|---|
| Primary Navigation | Showcard Gothic | 30px | Lawn Green: 7CFC00 | SAMPLE |
| Footer Navigation | Showcard Gothic | 20px | Lawn Green: 7CFC00 | SAMPLE |
| Heading 1 | Showcard Gothic | 30px | Green: 008000 | SAMPLE |
| Heading 2 | Showcard Gothic | 25px | Green: 008000 | SAMPLE |
| Heading 3 | Showcard Gothic | 20px | Green: 008000 | SAMPLE |
| Paragraph text | Times New Roman | 16px | White: FFFFFF | Sample |