

StormWizard.org

Site Name

The name Storm Wizard is simple, memorable, and evocative. It draws upon the mental image of a friendly and wise old man who knows all the answers, and the field of knowledge is in the name.

Site Purpose

The Storm Wizard service is a not-for-profit weather forecast app that provides free updates to weather conditions in your area, acting as a public service to people who might be affected by extreme conditions. It is meant to be easy to read, accurate, and accessible to all users.

Target Audience & Scenarios

The target audience is broad, anyone affected by inclement weather conditions. Because of this, the website should be as simple and plain as possible. Everyone should be able to read it.

Target Audience:

Who: The general public without access to detailed weather reports.

Age: Old enough to read and older.

Technology: Access to a smart phone or computer.

Income: Any income.

Motivation: To make sure that their area is safe and if not, what's going on. To grant easy, accessible information.

Elijah McIlrath

- Occupation: IT staff
- Demographics and Education: 28 years old, has an associate's in computer science and is working on a 4-year degree, works for a tech startup.
- Goals and motivation for using the site: Elijah commutes far for his work, from multiple offices on a by-need basis. He needs to be aware of weather conditions so he can drive safely.
- Social: Not too social, doesn't care what other people get up to, so long as his work is easy to do.
- Technology: Advanced, has all the latest toys.
- Quote: "I am fast, dependable, and knowledgeable. I am invaluable on any team."

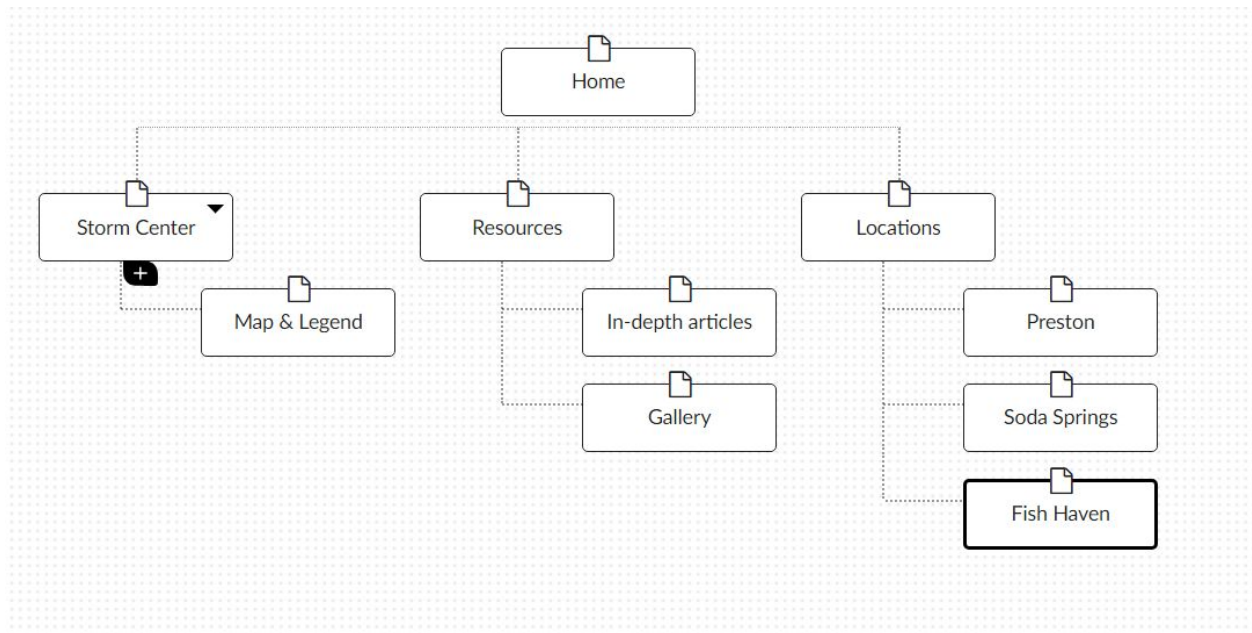
Jebediah Principe

- Occupation: Market Owner
- Demographics and Education: He is 60 years old and self-educated, he has a diploma.
- Goals and motivation for using the site: He needs to make sure that trucks arrive on time, and whether or not employees can arrive safely at work.
- Social: Jeb is very social media savvy, and likes to do a lot of community outreach.
- Technology: Jebediah uses a Cricket-powered smart phone he bought for \$20.00 at Wal-mart.
- Quote: "Everybody has something to add, we've got to make sure they can add to it."

Scenarios:

1. Is there a storm cycle where I work?
2. How long do I have until a storm shows up at my place?
3. What kind of weather should I expect over the next few days?
4. How long is this storm going to last?
5. How much rainfall has there been?
6. Is there flooding or hazards to watch out for in my area?

Site Map



Color Scheme and Typography:

Color scheme will be white text on blue backdrops for heading, with white text on grey backdrops for the body of the website.

Object/Item	Font -	Size -	Color
Default Paragraph Text	Helvetica Weight: Normal Style: Normal	15	#000000
Heading 1 (h1)	Times New Roman	20	#000000
Heading 3 (h3)	Times New Roman	17	#000000
Header			#778899

Body

#5f6c7a