



Looking down to know what's up

Site Plan

Site Name

The site name will be called SkyNow.info and will primarily focus on weather information for specific south east Idaho regions. A play on words with "sky now" was used so the user has an idea of what the site is about from the site name alone. ".info" was chosen as the domain extension, because it is an informative site and I want users to know that immediately.

The catch phrase, "Looking down to know what's up", means you can turn to any electronic device to know what is happening in the weather and has a bit of humor with the play on words.

Site Name: SkyNow.info

Domain Name: www.SkyNow.info

Domain Registrar: GoDaddy.ca

Domain Cost: \$3.99 CDN for the first year and \$28.99 CDN for the second year on a two-year contract.

Site Purpose

The site purpose is to give users up to date and reliable short term and long-term weather information for the Idaho towns of Preston, Soda Springs, and Fish Haven. These are favorite areas to fish, golf, hike and camp for locals as well as vacationers. There are detailed articles and information about each town to give users a good site experience. The site also tracks storms in the local vicinity to help people be prepared to evacuate in case of severe weather, or when trying to plan recreational visits. The site is visually based with large images and linked video content to recent weather and community activities.

Target Audience and Scenarios

Who: Young families and retirees who are active and enjoy outside

Where: Users will access site primarily at home prior to travel or while at locations

When: Site will be accessed to determine travel plans prior and during travel

How: Majority will access site on mobile devices but accessible by all electronic devices

Age: 18 - 100

Education: College graduate

Experience: Comfortable browsing on electronic devices and weather websites

Family Status: Married with young children or empty nesters

Income: Income levels will average \$40,000 and above annually

Motivation: Plan personal and family excursions based on weather patterns

Scenarios

- What's the weather going to be tomorrow at the lake I want to fish at?
- Can we camp all weekend with good weather?
- When will the rain stop?
- Will I need sunscreen when I hike Saturday?
- Is the storm north moving down south?
- When is sunrise and sunset?
- Can I golf all weekend?
- Is there a fire ban for camping in the area?
- What should we pack for clothes this weekend?
- What is the average temperature this time of year?
- Where do we go if there's a tornado?

Personas



Russ Fyfe

Persona Group: Retirees

Occupation: Russ is a retired Fire Chief

Demographics and Education: Russ is 60-years-old and earned a Bachelor of Science in Criminal Justice.

Goals and purpose to visit site: When Russ isn't with his wife travelling in their RV, he loves to go fishing and golfing at his favorite watering hole and big greens.

Physical Environment: Russ lives in the same middle-class home for over 35 years where he raised his children in Idaho Falls, Idaho.

Social Environment: Russ is active and travels all over western United States with his wife to visit their children and grandchildren.

Technological Environment: Russ always has his mobile phone on him, just in case the grandchildren want to call to say, "hello" or Facetime.

Quote: "Come rain or shine, nothing is going to stop me from reeling in a big one. I just want to know if I should be wearing my hat for the big moment."



Doug, Sheila, Benny and Kate Boyd

Persona Group: Families

Occupation: Doug is a Finance Manager at a Credit Union in Pocatello, Idaho and Sheila is a stay at home mom with their two children, Benny and Kate.

Demographics and Education: Doug is 40 years-old and Sheila is 35 years-old. They both have college degrees, Business and Nursing, respectively. Doug and Sheila have been married for over 10 years with two young children, 8 and 10 years-old.

Goals and purpose to visit site: The Boyd's work hard and play hard, trying to spend weekend excursions outdoors. They can't go too far because of school and work. Camping and hiking are some of their favorite family past times. They always try plan at least a week in advance, and their trips are dependent on weather.

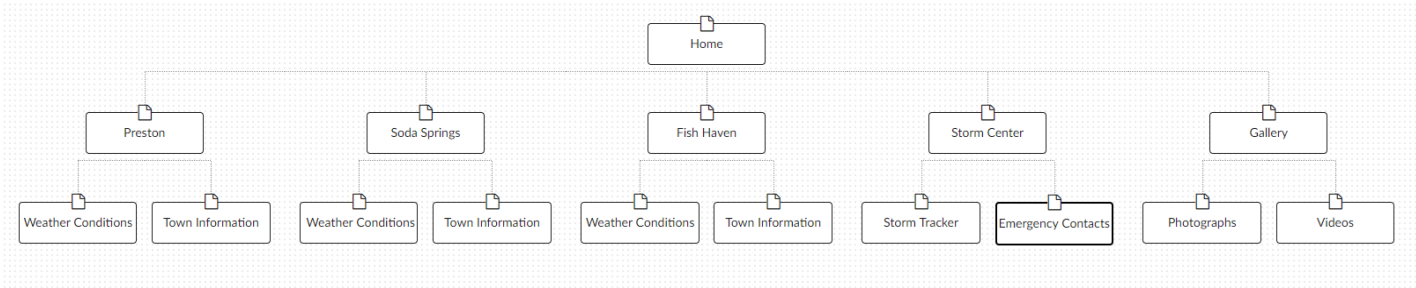
Physical Environment: The Boyd's are middle class and live in the suburbs of Pocatello, Idaho with a minivan.

Social Environment: The Boyd's are very active and health conscious. They try to spend as much time outdoors as possible with clean, country air and to get away from the city.

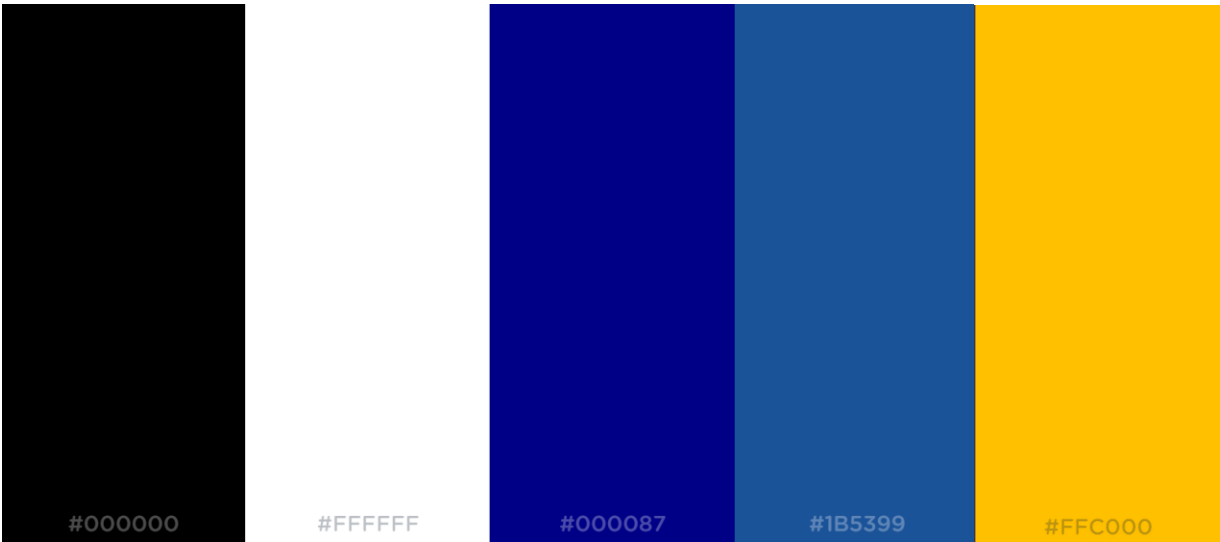
Technological Environment: Doug has all the latest Apple tech toys, from iPhones, iPads, Apple Watch, Mac laptop and desktop. He's savvy with technology and likes to stay ahead of the game, especially the weather. Sheila is a minimalist and primarily uses her iPhone and iPad when she can get it away from her kids.

Quote: "Quality family time is very important to us. We depend on knowing what the weather is ahead of time to go to our favorite spots and continue to make great memories."

Site Map



Color Scheme



Typography

Site Header	Trebuchet MS	40px	#000087 #FFC000 #000000	Sample
Primary Navigation	Trebuchet MS	30px	#FFFFFF	Sample
Footer Navigation	Trebuchet MS	20px	#FFFFFF	Sample
Heading 1 (h1)	Trebuchet MS	30px	#1B5399	Sample
Heading 2 (h2)	Trebuchet MS	25px	#1B5399	Sample
Heading 3 (h3)	Trebuchet MS	20px	#1B5399	Sample
Paragraph text (p)	Helvetica	16px	#000000	Sample