

IC WEATHER SITE PLAN

Site Name

Ironwood Crossings Weather
icweather.com

The site purpose

The purpose of the site is to provide community members with a quick way to find out what the weather in the area will be, any weather warnings they should know about and how it will affect their outdoor plans. It will also have a place to share weather related stories.

The site will provide the community with their own view of weather and that provides accurate and local information that is tailored to their needs. It will also provide information on additional communities that are of interest to the residents.

Personas and Scenarios

PERSONA 1

- Young couples with young children
- Upper middle-class income
- Highly active and focused on a healthy lifestyle
- High use of technology in the home such as front door cameras, home automation devices, Android Alexa and Google Home
- The users have the latest phones and do much of their browsing on the phone to tablet device
- Tech and engineering jobs
- Active in local Facebook group pages
- They will likely be using this site to check for weather before heading to work, school, and after school activities

SCENARIOS

- Will I need to wear a jacket to work today and/or take an umbrella?
- What damage did last night's storm cause in the neighborhood?
- Will the weather be good to go to my favorite camping site this weekend?
- How much rainfall was there in this week's winter storm?

- Were my parents affected by the recent storms?

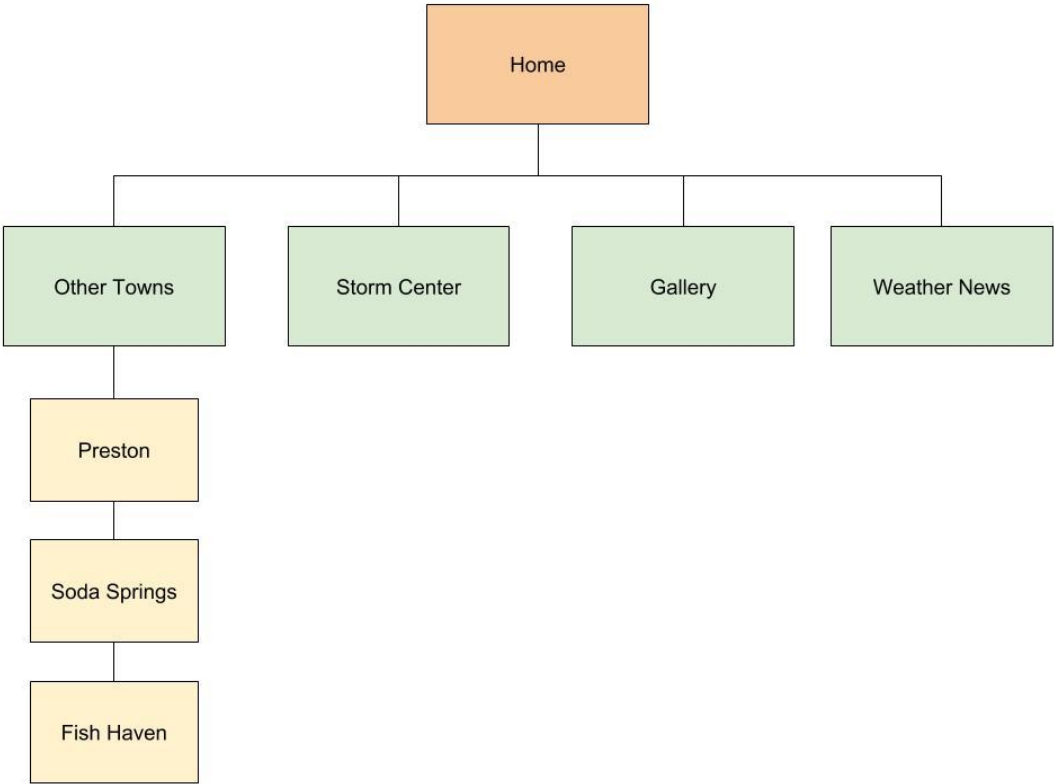
PERSONA 2

- Older couple
- Retired
- Many are snow birds
- Have a grasp on technology, but prefer to use a computer to browse web sites
- Cell phones are rarely used to browse the web and are generally 2-3 years old
- Active in community sites like Facebook groups, and HOA newsletters
- They will be using this site to check for weather conditions before morning and evening walks
- They will be interested in the weather of other communities

SCENARIOS

- Will I need a coat for my evening walk?
- What is the weather like at my children's home?
- How long is this heat wave going to last?
- Did the weather damage those trees at the park?
- When will the next full moon be?

A simple sitemap



A color scheme with references to elements/content

#962D3E - h1 Text	<div></div>
#343642 - body text and Footer background	<div></div>
#979C9C - h2, h3 text	<div></div>
#F2EBC7 - header background	<div></div>
#348899 - navigation background	<div></div>

Typography selections with references to elements/content (which is OK to combine in the report with the color scheme)

Site Header	Tahoma	20px	#F2EBC7	Sample
Primary Navigation	Tahoma	16px	#348899	Sample
Footer Navigation	Lucida Console	11px	#343642	Sample
Heading 1 (h1)	Tahoma	18px	#962D3E	Sample
Heading 2 (h2)	Tahoma	16px	#979C9C	Sample
Heading 3 (h3)	Tahoma	14px	#979C9C	Sample
Paragraph Text	Verdana	12px	#343642	Sample