

Site Name

The site is going to be called **WeatheringHighs.com**. This domain name is currently available for \$12/year

Site Purpose

The purpose of the site is intended to provide current weather conditions and planning tools for outdoor events of all kinds in Idaho's beautiful southeast corner. The information will be useful for everything from recreational event planning to hosting outdoor carnivals. This site will become a valuable resource for the residents and businesses to have as they encourage the tourism industry to expand in the area.

Target Audiences and Scenarios

The target audience of WeatheringHighs.com website is described below:

- **Who:** Event planning professionals, Local business owners, and Potential investors.
- **Age:** Adults
- **Motivation:** Improved capacity to plan for and execute outdoor events. Provide the means to show southeast Idaho in it's best light. Faster response to weather-related emergencies.

Personas & Scenarios

Karen Caresalot

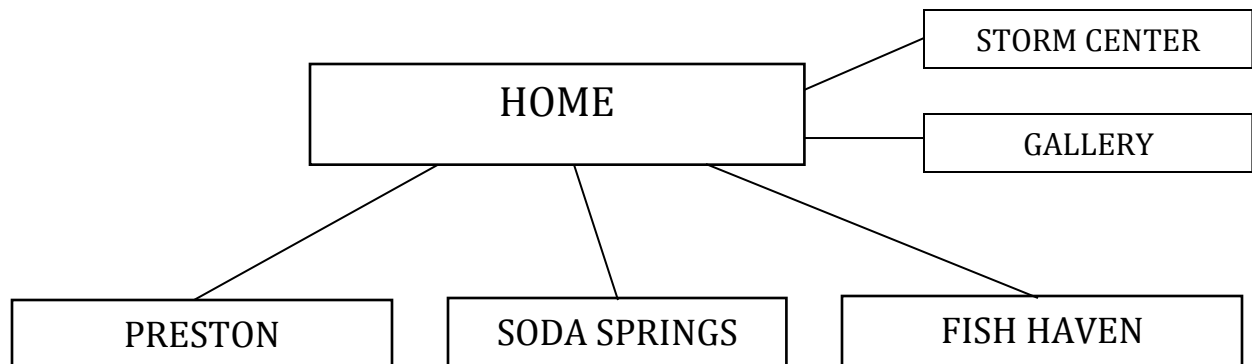
- **Occupation:** Fundraising Chair for Terrible Disease Elimination.
- **Demographics and Education:** 32 years old with a BS in Sports Physiology and working on her Masters in Non-Profit Management.
- **Scenario:** Has been charged with organizing a 3-stage bicycle race near Bear Lake. She will use the site to plan the most advantageous routes as it pertains to peak athletic performance and greatest spectator opportunities. She will want to know general weather predictions for specific areas. She will also use the up-to-the minute forecasts

and alerts to prepare adequately for sudden extreme weather in order to keep cyclists, volunteers, and spectators safe.

Ivan T Conquer

- Occupation: Realtor
- Demographics and Education: 58 years old with a Bachelors in Construction Management. Changed career at 50 to become a realtor in his beloved Thatcher, ID where he also sits on the city council. He is well known for being a champion for growth in the SE corner of Idaho.
- Scenario: Newest client made a good nest egg in the Silicon Slopes of SLC and now he wants a piece of the country to build a large family cabin. He doesn't like the smell of cattle or the noise of farm equipment. Conquer will use WeatheringHighs.com to gauge wind direction as it relates to properties he wants to sell to ensure that his client is able to appreciate the beauty of the an area without the unpleasantness accompanied by farm sights, sounds, and smells. It will also be useful as he decides which roads should be intact.

Site Map



Color Scheme & Typography

Site header	Merriweather Sans	40px	255,195,0	Sample
Primary Nav	Merriweather Sans	30px	107,112,109	Sample
Footer Nav	Merriweather Sans	20px	20,90,50	Sample
Heading 1 (h1)	Merriweather Sans	30px	8,144,42	Sample
Heading 2 (h2)	Merriweather Sans	25px	8,144,42	Sample
Heading 3 (h3)	Merriweather Sans	20px	8,144,42	Sample
Paragraph text (p)	Merriweather Sans	16px	107,112,109	Sample
Aside	?	14px	255,109,0	Sample
Palette				
8,144,42	16,212,78	20,90,50	107,112,109	255,195,0