Purpose Statement

Be prepared for the unexpected changes your day will have! Temperatures for the following cities: Franklin, Springfield, and Greenville.

Audience

My target is people of any age, any type of income or education level, un-employed or employed. They will be searching to know the weather for these specific cities, and in search of what to wear and expect for the day.

Persona

Ericka, a thirty-year old mother who works as a CPA, her husband is a teacher in a college. She has two sons who are ten and eight. They live in a city where the weather changes from hot to cold in a glimpse of an eye.

