

WeatherInYourCorner.com

Site Plan

Purpose

The purpose of this website is to provide up-date-the-minute weather conditions for the southeast corner of Idaho, focusing on the towns of Preston, Soda Springs, and Fish Haven. The site will include feature weather articles pertinent to the major attractions of the area including but not limited to fishing and water activities, hiking, camping, caving, and visiting hot springs and geysers. The site will also display current weather warnings and school closures for each town.

Site Name

The site will be named **WeatherInYourCorner.com**. As the name indicates, the weather will focus on the southeast corner of Idaho around Bear Lake, specifically Preston, Soda Springs, and Fish Haven.

Target Audience

- Residents of Preston, Soda Springs, and Fish Haven, ages 18 – 55. We anticipate traffic from parents and households on desktops and smartphones for daily weather updates.
- School administrators and teachers, ages 25 – 63. Schools stay up-to-date on heat and cold indexes, storm forecasts, and emergency weather situations via desktop for administrators and smartphones for teachers checking recess conditions. Coaches and sports administration also check via desktops and smartphones to anticipate practice and game weather conditions.
- Tourists ages 18 – 65. Visitors to the region check the weather conditions via smartphones to plan their activities. The region is rich in outdoor attractions as mentioned above.
- Business people ages 22 – 65. Various industries rely on the weather to plan their business traffic, such as real estate agents, food trucks, outdoor restaurant seating, etc. We anticipate website traffic via smartphones and desktops daily for these professionals.

Personas

Loren P. Dickson



Occupation: Executive Secretary, Preston Elementary School

Demographics and Education: 60 years old. Has a bachelor's degree in Business Management and 33 years of experience administrating in school districts.

Goals and motivation for using the site: Mrs. Dickson alerts the entire campus of weather emergencies. She also determines if dismissal each day will be rainy-day or extreme temperature procedures.

Social: Travels to see her two daughters a couple of times each year. Has a close relationship with the parents of the children in the community and with the school staff.

Technology: Mrs. Dickson uses her desktop for most technological activities, but she is competent with her iPad when she is away from her desk or when she is viewing two screens simultaneously for work. She does not prefer the small screen of her smartphone.

Quote: "The administration of a school is the children's first line of defense when it comes to safety and security. We have to be on top of all alerts, warnings, and weather conditions."

Delana D. Wolf



Occupation: Stay-at-home-mom, Chairperson of Booster Club for her middle school

Demographics and Education: 37 years old. Has associate degree from state university.

Goals and motivation for using the site: Mrs. Wolf needs to know the weather forecast in order to dress her family appropriately for the weather; adjust wake-up times to drive her kids to school (they are usually walkers) in extreme weather; anticipate weather her son's soccer practice will be canceled; and other daily planning as required.

Social: Married for 16 years to a customs broker. Mother of one daughter in high school and one son in middle school. Goes to church, belongs to a gym, has a library card, has two dogs. She goes to a Bunko group every week and knows all the neighbors on her cul-de-sac.

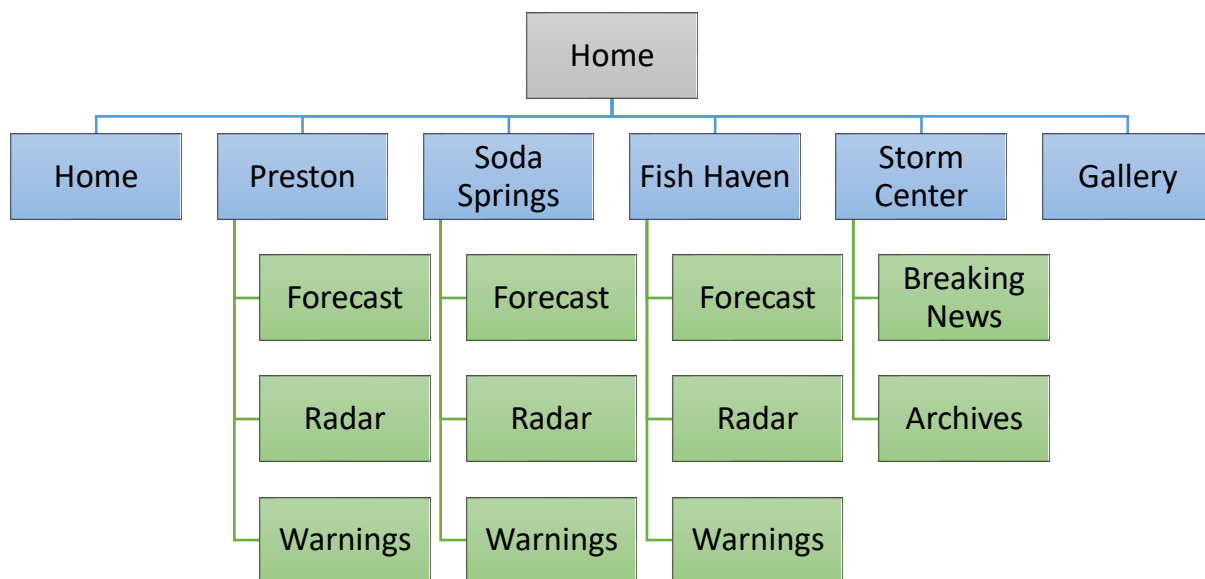
Technology: Mrs. Wolf checks the weather on her phone each morning and each evening. She is too busy to catch the weather report on the tv, and her kids are usually on the laptop. She also accesses the site via an iPad on occasion when she is looking at the radar, especially when tracking a severe storm.

Quote: "The weather is the single most important variable that affects my family's day, especially in the winter."

Scenarios

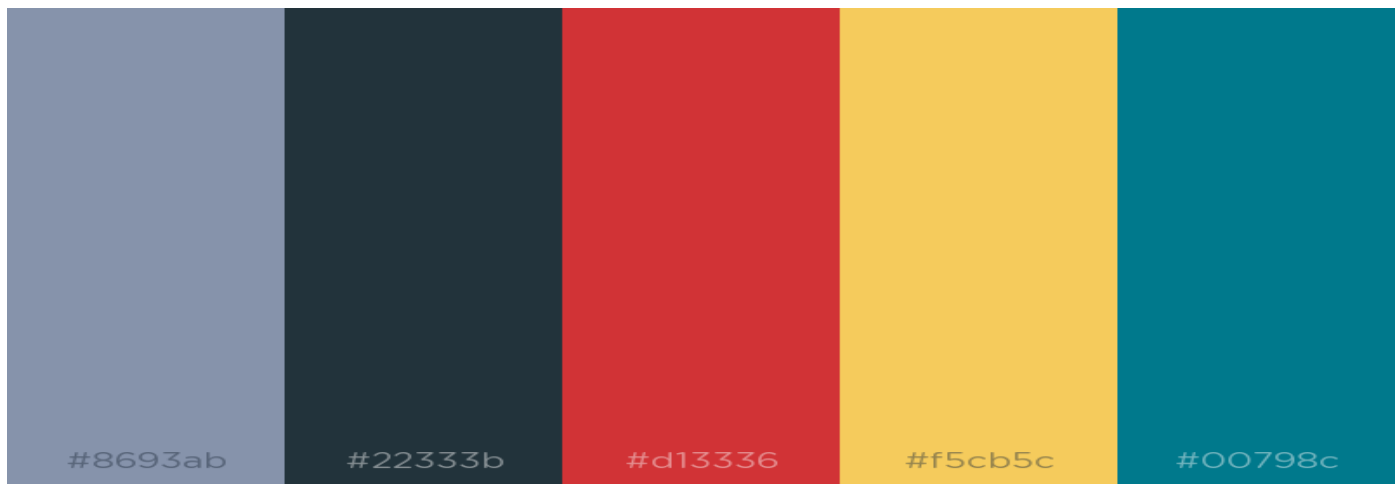
1. What is the anticipated snowfall this weekend?
2. Is a cold front coming in? What will the low temperature be tomorrow?
3. Will the weather be good for camping this weekend?
4. Should we try hiking today, or will we be rained on?
5. Should we cancel soccer practice?
6. Is it too cold for the kids to have 30 minutes of recess?
7. Should we implement severe weather dismissal procedures?
8. Will I likely get a lot of business if I take the food truck out today?
9. Is today a good day to take photos of a new listing, or will it be too dark?
10. What will weather conditions be like on Halloween? The kids want to know if they can trick-or-treat.

Site Map



Style Guide

Color Scheme



This is triadic color scheme. The blues reflect sky and water and are used for menus, headlines, and body text elements. The red is an attention-getter; therefore it is used for alerts. The yellow is an accent, inspired by sunlight, and will be used in graphics, logo, and other features.

Typography

Headings will appear in Libre Baskerville. So will article text.

Body text will be Montserrat. Lorem ipsum latinate fakum wordius forum tis paragraphium. Darkum nightio willet comium tuom allius.

Navigation text will be in Lato. So will alert text.