

# Site Plan



## **Site Description**

The site, [thestormsentry.com](http://thestormsentry.com), is a weather site that helps to show the upcoming weather predictions in your area. It will also show the temperature current and future for the areas provided.

## **Site Name**

This site will be called **“The Storm Sentry”**. The url is [thestormsentry.com](http://thestormsentry.com) and is available through Google Domains for only \$12/year. It will be a site that you can access to see the coming weather. It is there to give you the help you need as you head out for your day and adventures.

## **Purpose Statement**

This site is for the user. It gives the user the power to find the weather when they want it. To decide not “if” they are going out, rather what gear do they need, because they are going out!

# Target Audience

**Who:** both male and female users

**Age:** 18 to 29

**Technology**

**Income:** \$30,000/year

**Motivation**

## Personas



## Paul

### Occupation

Technical writer/ editor for local print shop

\$21,000/ year

### Demographics and Education

In a relationship

25 years old

Graduate of bachelor's degree in Business

**Goals**

Become a published author

Finish top ten of LoToJa

Earn a rhetoric technical communication graduate degree

**Social**

Only needs a couple close friends

Enjoys competing online/ fitness apps

**Technology**

It's a tool to make his dreams a reality

**Quote**

"If it has wheels, I can ride it."



# Holly

**Occupation**

Part time/ retail store and personal online store

**Demographics and Education**

Single

20 years old

Full-time student

## **Goals**

Become a reputable designer

Travel as often as possible

Not be tied down to one area or place, leave on a whim

Be financially stable

## **Social**

Enjoys traveling with others

Looks to others for advice and just needs others to listen

She is inspired by others

## **Technology**

Is not afraid of technology and can use it to work for her

Shops online often

Uses her phone and watch to make purchases, not just online

Social media engagement

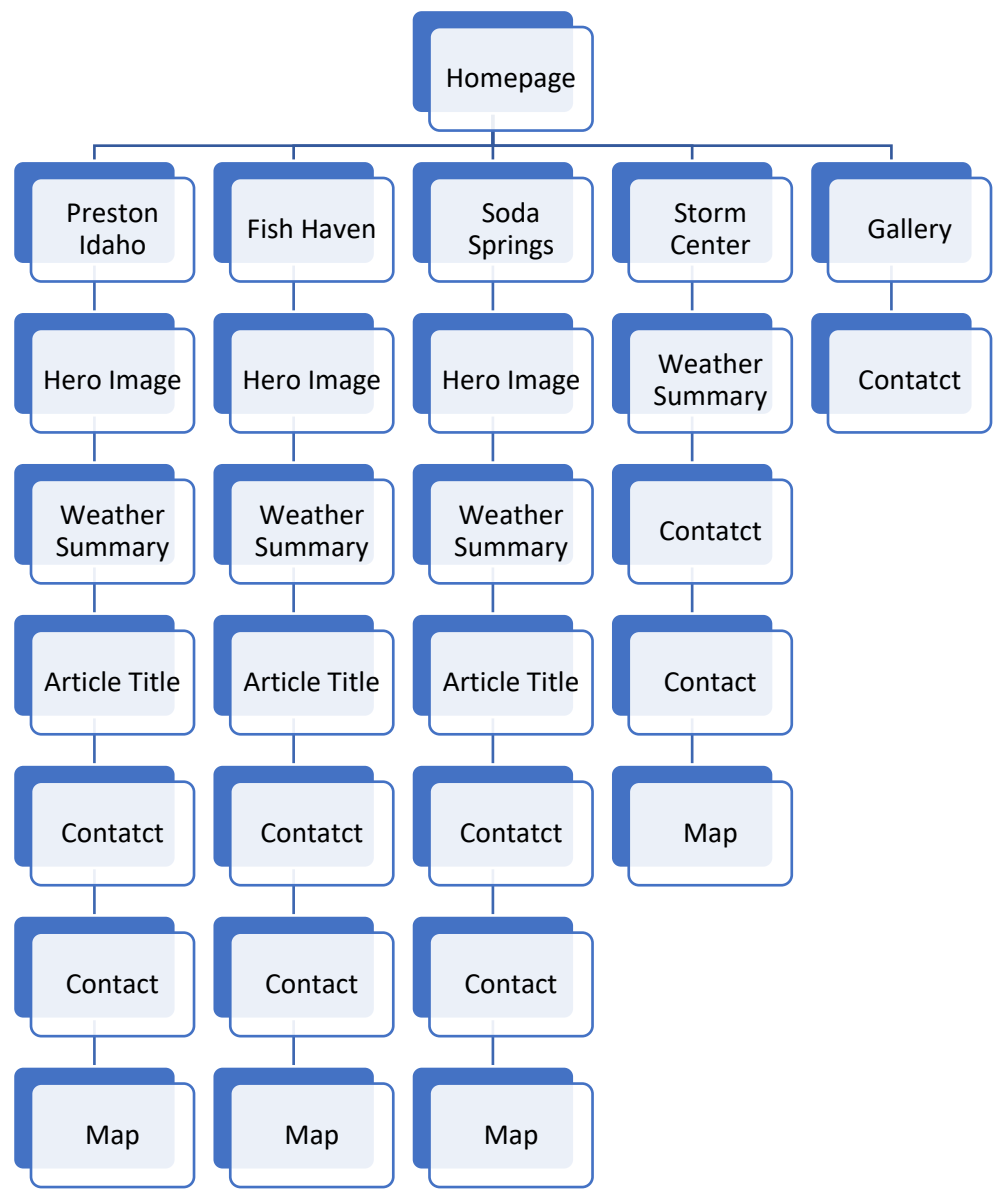
## **Quote**

“Give me a beach, a blanket, and a book. Life is simple.”

## **Scenarios**

1. Time for a picnic, should we pack a blanket or umbrella?
2. Morning Run? Old shoes to run in the rain or newest shoes because the weather is clear?
3. What wax should I put on my skis, warm weather wax or cold weather wax, for this weekend trip?
4. How much rain did the mountains get from that last storm?
5. Do I need to get up earlier than normal to clear snow off the car?
6. Should I pack the snow chains for my upcoming week trip?

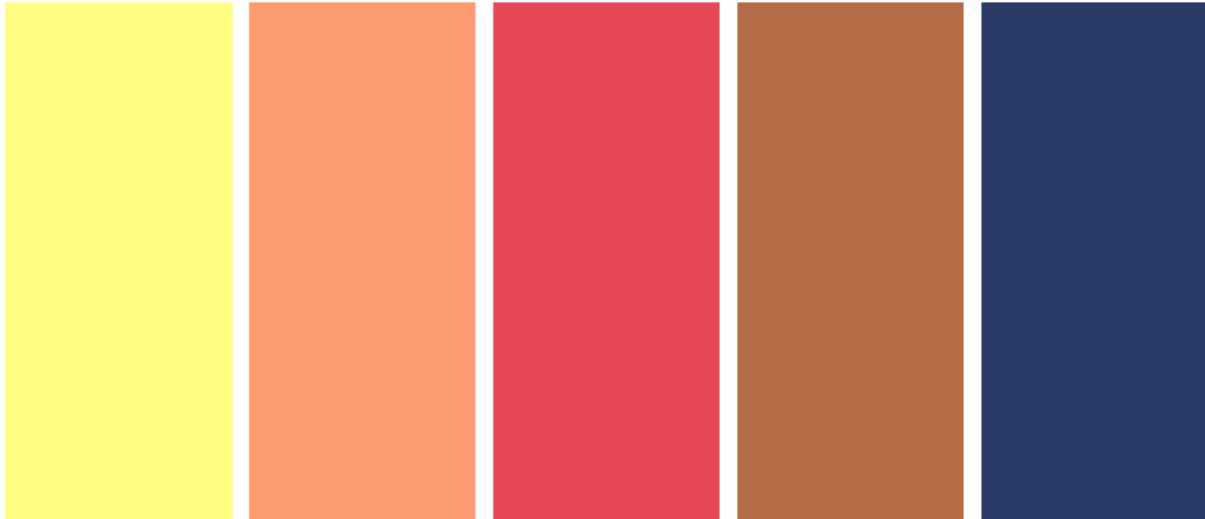
# Site Map



# Color Scheme

coolors

coolors.co/fffd82-ff9b71-e84855-b56b45-2b3a67



HEX	#fffd82	HEX	#ff9b71	HEX	#e84855	HEX	#b56b45	HEX	#2b3a67
RGB	255 253 130	RGB	255 155 113	RGB	232 72 85	RGB	181 107 69	RGB	43 58 103
HSV	59 49 100	HSV	18 56 100	HSV	355 69 91	HSV	20 62 71	HSV	225 58 40
CMYK	0 1 49 0	CMYK	0 39 56 0	CMYK	0 69 63 9	CMYK	0 41 62 29	CMYK	58 44 0 60

## Typography

### Heading

Lobster Two - Regular

*Lobster - Regular*

### Paragraph

Open Sans — Regular

Oswald — Regular