

Tri-Town Weather Watch

Site Plan by Kimi Weldon

Site Name

The site will be named Tri-Town Weather Watch, abbreviated to TTWW when appropriate.

The client may purchase one or both of the following domain names:

tritownweatherwatch.com

tritownww.com

Site Purpose

Tri-Town Weather Watch will provide accurate, up-to-date weather information and news stories for each of the three towns featured: Preston, Soda Springs, and Fish Haven. Site visitors will have immediate access to the weather patterns, forecast, and weather news for their preferred town. Weather watchers will be able to keep a close eye on any existing or upcoming storms in the region via the Storm Center. Visitors will also be able to view and submit their own photos to a gallery page displaying relevant pictures of weather-related activity in the area. TTWW aims to provide a hyper-local view of weather patterns that is more relevant and up-to-date than a broader, wide-spectrum weather site might be able to offer.

Target Audience

Tri-Town Weather Watch is a specialized site aimed specifically at residents of the three towns or surrounding regions of Preston, Soda Springs and Fish Haven, Idaho. Median income is in the 50,000's, with a high percentage of two-parent families. Two key personas are included on the following pages to highlight our main demographics.

Persona: The Quick Checker



Fictional Name: Krista Lund

Age: 42 years

Household income: \$77,000/year

Family Status: Married, with three children

Education: Bachelor's degree in Marketing

Roles:

- ❖ Volunteers with PTA and youth activities
- ❖ Runs a small MLM side business online
- ❖ Enjoys fishing and hunting with the family

User Profile:

Krista is on the go all the time, and usually accesses the Internet via her smart phone. She is proficient with a computer and uses a laptop at home with social media to build her home-based side business. She is online for at least an hour a day, keeping everyone on track and organized.

Users like Krista will access the site many times and for many different purposes. She will use TTWW to plan the family's hunting trips, to arrange details ahead of time for her outdoor volunteer activities, and to make day-to-day decisions about clothing and accessories.

Quote: "My heart is full, but so is my plate!"

Persona: The Weather Watcher



Fictional Name: Jake Sanders

Age: 23

Household income: \$21,000/year

Family Status: Single

Education: High school graduate

Roles:

- ❖ Assistant Store Manager (Retail)
- ❖ Self-described "weather nerd"
- ❖ Lives several miles out of town

User Profile:

Jake primarily accesses the internet via his mobile phone, as he does not own a computer. He spends a lot of his spare time online; as assistant manager, his phone is always close at hand. His busy schedule is subject to change, and it's important to him to be aware of the employees he helps to manage and whether they might have issues getting to work based on the weather

conditions. It's important to him that information be as accurate for his local area as possible.

Users like Jake will access the site before leaving home, to check for potentially hazardous travel conditions in bad weather. In his free time, he will also be interested in extra nitty-gritty details of the weather science, such as wind-chill, humidity, air quality, barometer readings, and especially storm watch.

Quote: "I love the calm before the storm!"

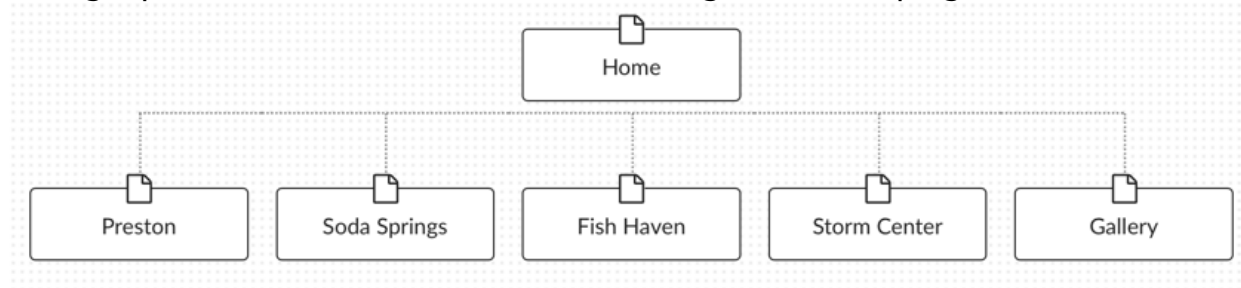
Scenarios

The following are some scenarios our target audience will likely encounter, which the TTWW site should be able to address.

1. Do I send rain boots and extra layers to school with my child for the field trip this afternoon?
2. I'm planning a youth group picnic; should I pack extra canopies for the outdoor picnic next week?
3. I need to check the weather in the area where I want to go hunting this weekend, to make sure the wind is favorable and the weather hasn't been too cold for the ducks to be there.
4. I have to drive to work in ten minutes, but it looks cold out there. How likely am I to meet up with icy roads?
5. I heard a storm was rolling in, and I want to keep an eye on it to see how close it is to my town in real time.

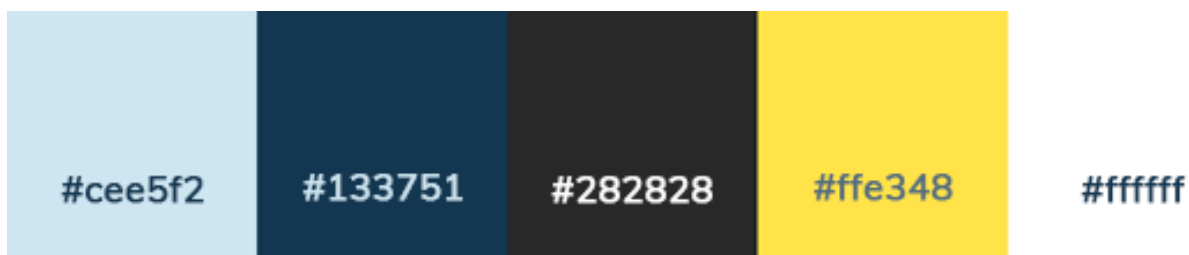
Site Map

The graphic below details the basic navigation and pages for the site.



Color Scheme

We aim to give the site a light, inviting feel with a professional touch. The page background will be ice blue, the main site elements colored deep navy and dark gray. Text will be either white or dark blue, depending on the background of the object; headers will contrast in color. This overall dark scheme for page elements will be brightened by careful use of the ice blue, white, and a minimal touch of golden yellow. This graphic highlights the main colors that will be used.



Color Scheme, cont'd

Background: #CCEE5F2

Text (light background): #133751

Text (dark background): #FFFFFF

Primary accent color: #113751

Secondary accent color: #282828

Occasional highlight color: #FFE348

Typography

The primary fonts for the website are Special Elite, Muli Regular, and Muli ExtraLight Italic. Below are some examples of the sizes and colors that will be applied.

Site Header	Special Elite	40px	#FFFFFF	Example
Header Navigation	Special Elite	18px	#CCEE5F2	Example
Footer Navigation	Special Elite	14px	#FFFFFF	Example
Heading 1 (h1)	Special Elite	30px	#133751	Example
Heading 2 (h2)	Special Elite	22px	#133751	Example
Heading 3 (h3)	Special Elite	16px	#282828	Example
Paragraph text 1	Muli Regular	14px	#133751	Example
Paragraph text 2	Muli Regular	14px	#FFFFFF	Example
Photo caption text	Muli Extra Light Italic	10px	#133751	EXAMPLE

Mockup

Here is a basic example of how a page might look with this color scheme and typography. (This is only a sample, and is subject to changes.)

