

# SEIdahoWeatherWatch.com

## Site Plan

### Site Name

SEIdahoWeatherWatch.com is available to buy for \$.99 for the first year and \$17.99/year thereafter.

### Site Purpose

The purpose of this site is to provide members of the community in South East Idaho with up-to-date weather information along with local related weather stories. Having up-to-date information is valued by the people of SE Idaho because the bigger state ran weather stations often overlook this area and they regularly have weather that is localized rather than statewide. The main objective of this site is that it stays current from day to day with updated weather outlooks and is quickly updated in the event of local catastrophic weather related incidents such as snow days or spring flooding.

### Target Audience

### Personas

Persona #1



**Joe Brown**

- **Occupation:** Farmer/Rancher

- **Demographics and Education:** 37 years old. Lives in Fish Haven, ID. Married with teenage children. Earned a bachelors degree in Agriculture from Idaho State University. Oversees a 1000 acre farm/ranch.
- **Income:** \$50,000/year
- **Goals and Motivation for using the site:** To learn what the weather is going to be doing so he can plan for planting, watering, and caring for his farm.
- **Social:** An active part of the community and fellow farmers. Has been nominated to sit on the water conservation board.
- **Technology:** Uses his desktop and smartphone, however, often relies on the desktop due to lack of signals while working the farm.
- **Scenarios:**
  1. Will it be sunny today so I can get the planting done?
  2. How much longer until I can plant? Are there going to be enough sunny days to dry out the fields?
  3. It is time to get the pump ready for summer irrigating?
  4. Did it freeze this morning?

#### Persona #2



Delilah Smith

- **Occupation:** Housewife
- **Demographics and Education:** 33 years old. Lives in Preston, ID. Married with four children ranging from age 4-10 years old. Earned a bachelors degree in Accounting from Utah State University. Husband works in Soda Springs.
- **Income:** \$58,000/year
- **Goals and Motivation for using the site:** To know what the driving conditions might be for her children and husband. In the winter especially, she checks the site almost daily to

see if there will be bus delays for the school. She also keeps a close eye on the weather do update her husband since he travels about an hour to work each day. She's looking for up-to-date weather information that will help her keep her family safe.

- **Social:** She stays active in the community by participating in local church congregations as well as participating in a preschool playgroup.
- **Technology:** Uses her laptop and her smartphone. She doesn't go far without her smartphone and checks it often.
- **Scenarios:**
  1. Will school be closed this morning due to the snow?
  2. Will the roads be wet up on Highway 30?
  3. Will my husband be late today due to the snow?
  4. How hot will it be today? Will it be warm enough for the preschool kids to play in the water?

# Content Architecture

## Content List

How the scenarios will be met:

**Scenario 1:** Will it be sunny today so I can get the planting done?

- Fish Haven current conditions and forecast.

**Scenario 2:** How much longer until I can plant? Are there going to be enough sunny days to dry out the fields?

- Fish Haven current conditions and forecast.
- Local articles from farmers like him predicting what the spring will be like.

**Scenario 3:** It is time to get the pump ready for summer irrigating?

- Fish Haven current conditions and forecast.
- Local article from irrigation company describing the summer irrigating schedule.

**Scenario 4:** Did it freeze this morning?

- Fish Haven current conditions.

**Scenario 5:** Will school be closed this morning due to the snow?

- Preston current conditions and forecast.

- Local article from schools describing school closure due to snow policy.

**Scenario 6:** Will the roads be wet up on Highway 30?

- Soda Springs current conditions and forecast.

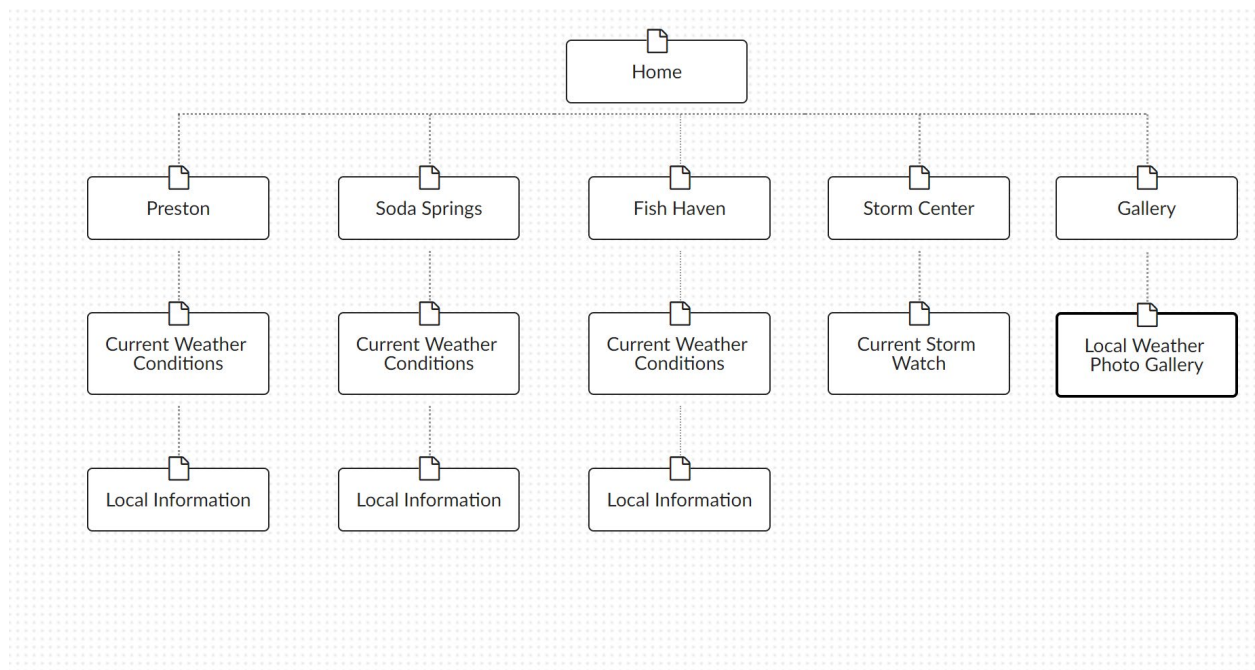
**Scenario 7:** Will my husband be late today due to the snow?

- Soda Springs current conditions and forecast.
- Preston current conditions and forecast.

**Scenario 8:** How hot will it be today? Will it be warm enough for the preschool kids to play in the water?

- Preston current conditions and forecast.

## Site Map



## Style Guide

### Color Scheme

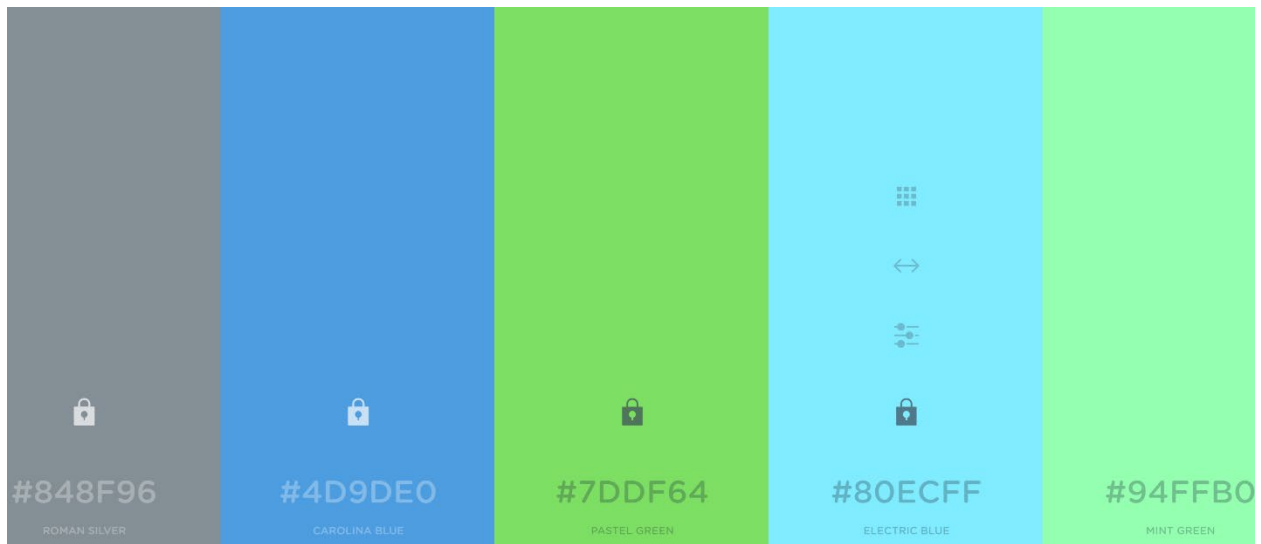
Primary Color: #458EEB

#68E8C3

#848F96

#68E8C3

#80ECFF



Main color: Carolina Blue

Accent color: Pastel Green, Roman Silver

Link color: Electric Blue

## Typography

Primary text fonts are Cambria and Trebuchet.

Site Header	Cambria(bold)	40px	#4D9DE0	Sample
Primary Navigation	Cambria(regular)	30px	#7ddf64	Sample
Footer Navigation	Cambria(regular)	20 px	#7DDF64	Sample
Heading 1	Cambria(regular)	30px	#4D9DE0	Sample
Heading 2	Cambria(regular)	25px	#4D9DE0	Sample
Heading 3	Cambria(bold)	20px	#848F96	Sample
Paragraph text	Trebuchet(regular)	16px	#000000	Sample