WEATHER AHEAD
Website Planning Document
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Site Name
The site name for this weather site is Weather Ahead. As the name indicates, users will be able to get weather information to plan ahead for their day. The domain weatherahead.net is available from Google Domains for $12 a year.

Site Purpose
The site's primary purpose is to provide users information about current and future weather conditions in their local area. Users will access the site in search of the current and future temperature, chances of precipitation, and any weather changes they might need to know about. The site will provide this information in an organized and easy to read page. The site's secondary purpose is to provide the user with weather related news, weather warnings, and the latest news on natural disasters.

Target Audience
Who: People local to the areas that are serviced by the site.
Age: 14 -100
Technology: From basic knowledge of technology to advanced.
Income: Low income to high income.
Education: High school student to college graduate.
Experience with the topic: Basic knowledge of weather reports.
Motivation: Plan their activities appropriately according to the weather report.
Where and when will they access: Anytime of the day, most likely morning and evenings, from home, work or while commuting.
Devices: Smartphone and desktop.

Personas

Persona #1
Occupation: Student
Demographics and Education: 15 years old, currently in high school.
Goals and motivation for using the site: Find out how to get dressed for the day, and plan whether he will walk or get a ride home after school.
Social: Very social, likes to spend time with family and friends. Plays for the school's baseball team.
Technology: Mainly uses his smartphone but will use a desktop or laptop for homework and assignments.

Persona#2
Occupation: Accountant.
Demographics and Education: 35 years old, holds a bachelor's degree in accounting.
Goals and motivation for using the site: Find out the weather for the days when he will be flying for work. Plan weekend family activities.
Social: Likes to spend time outdoors with his wife and children. Travels often.
Technology: Very comfortable with technology. Owns a smartphone and an iPad for reading. Uses accounting software.

Scenarios

What is the temperature right now where I'm at?
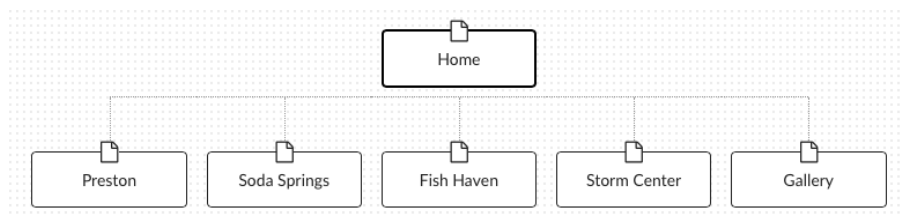Will it rain this weekend?
When will it snow again?
How many inches of snow are we expecting?
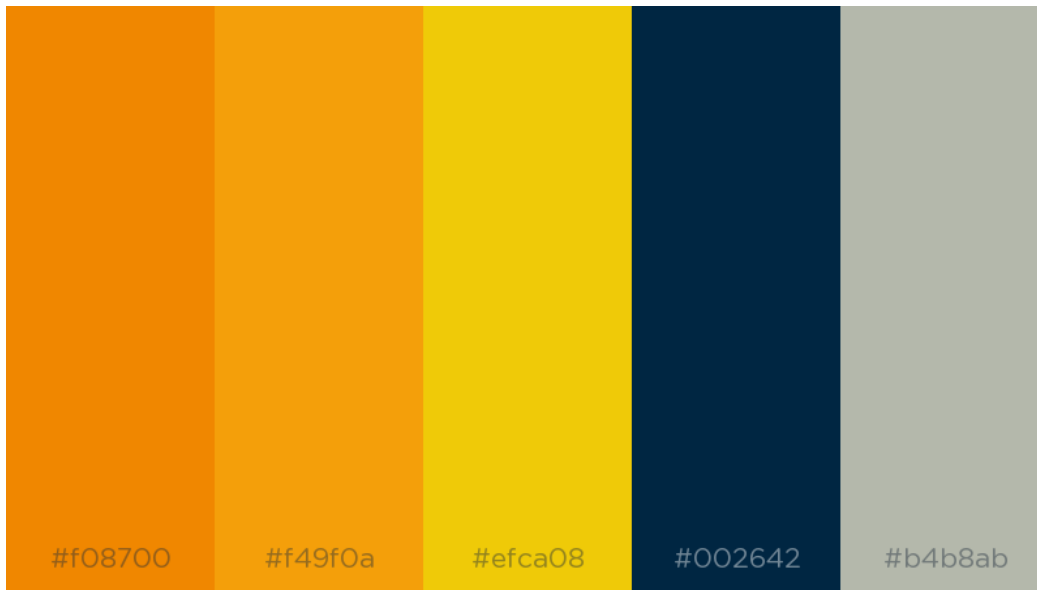Will my flight be delayed due to weather?
When will the temperature start to get warmer?

Site Map

This site map shows the home page and the main pages. There are three pages for cities, one for the Storm Center, and one for an image gallery.

Color Scheme and Typography

#f08700   #f49f0a   #efca08   #002642   #b4b8ab

coolors

coolors.co/f08700-f49f0a-efca08-002642-b4b8ab

Site Header	Bitter	40px	#efca08
Primary Navigation	Libre Baskerville	30 px	#f08700
Footer Navigation	Libre Baskerville	20px	#f49f0a
Heading 1 (h1)	Bitter	30px	#002642
Heading 2 (h2)	Libre Baskerville	25px	#002642
Heading 3 (h3)	Libre Baskerville	20px	#f08700
Paragraph Text	Libre Baskerville	16px	#000000