

WEBSITE PLANNING DOCUMENT

ANYTIME WEATHER

By Lucia Mata

Site Name

The site name for this weather site is Anytime Weather. As the name indicates, the user will be able to check for weather conditions anytime. The domain anytimeweather.com is available from Google Domains, for \$12 a year.

Site Purpose

The site's primary purpose is to provide user 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 area that is serviced by the site.

Age: 12 -100

Technology: From basic knowledge of technology, to advanced.

Income: From low income to high income.

Education: From 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 she 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 soccer team.

Technology: Mainly uses her 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?

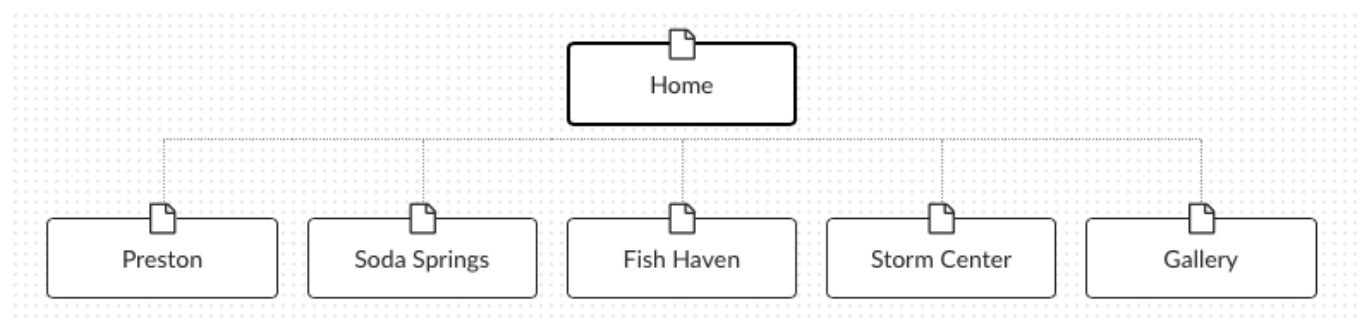
How many inches of snow are we expecting?

Will my flight be delayed due to weather?

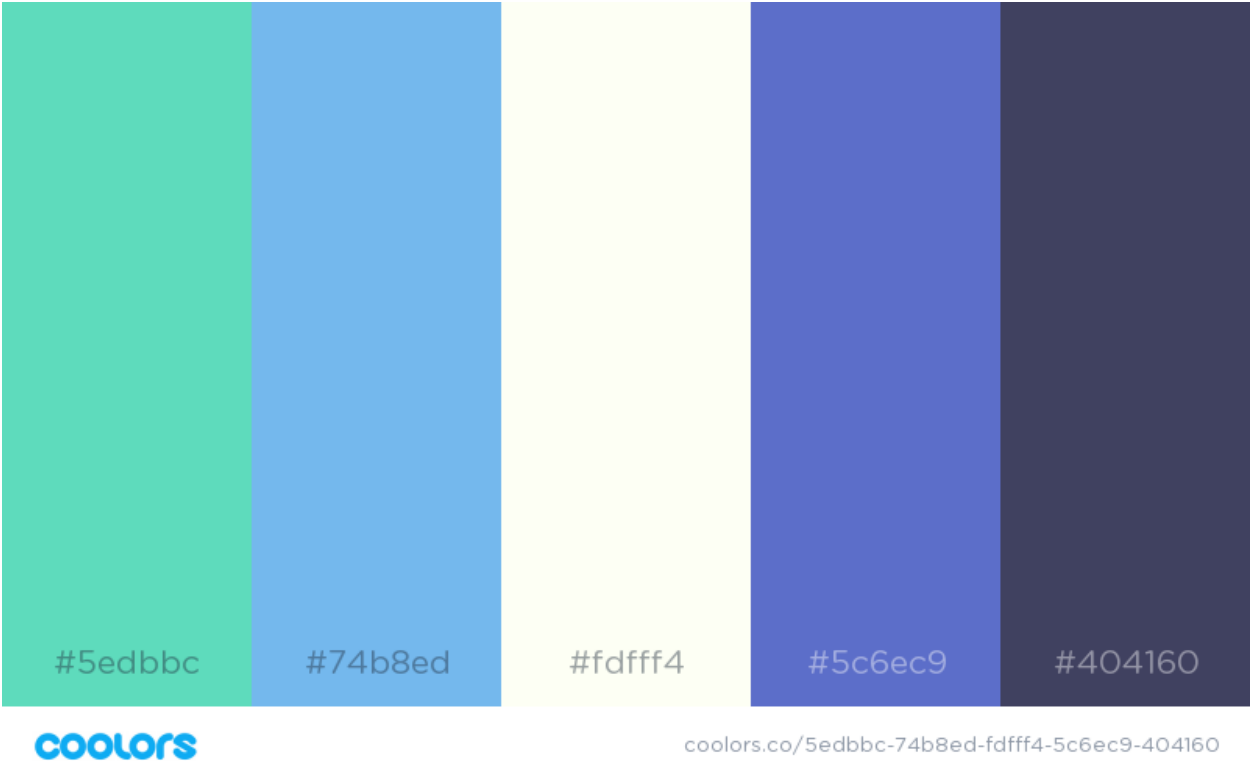
When will the temperature start to get warmer?

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 is an image gallery.



Color Scheme and Typography



Site Header	Secular One	40px	#5c6ec9	
Primary Navigation	Secular One	30 px	#5edbbc	
Footer Navigation	Sarabun	20px	#74b8ed	
Heading 1 (h1)	Secular One	30px	#5c9ec9	SAMPLE
Heading 2 (h2)	Sarabun	25px	#404160	Sample
Heading 3 (h3)	Sarabun	20px	#74b8ed	Sample
Paragraph Text	Sarabun	16px	#000000	Sample