

# Site Plan

## Site Name

The site is going to be called UnderTheWeather.com. It will be a weather site for the areas of Preston, Soda Springs, and Fish Haven.

Domain: [www.undertheweather.com](http://www.undertheweather.com) (its technically available, but for \$25,900)

## Purpose Statement

The main purpose of UnderTheWeather.com will be to update parents and families of Preston, Soda Springs, and Fish Haven area on their weather. It will continuously update the current weather and provide a forecast for the day. It will be used as the primary weather provider for the specified areas.

## Target Audience

The target audience of UnderTheWeather.com web site is described below:

**Age:** 21 – 70 (specifically parents with families)

**Motivation:** Know the weather to properly prepare for their day with kids.

**Where:** Primarily Preston, Soda Springs, and Fish Haven

**When:** Check each morning or before going out or before planning a family activity

## Personas

Jennifer B. Hope

Occupation: Homemaker

Family Size: Married, mother of three kids

Goals and motivation for using the site: I use UnderTheWeather.com to know what activities I can plan for the day with my kids.

Device: I use my phone for everything. Whether it is chatting with my family or mommy group, my phone is always on me.

John D. Smith

Occupation: Lawyer

Family Size: Married, one child

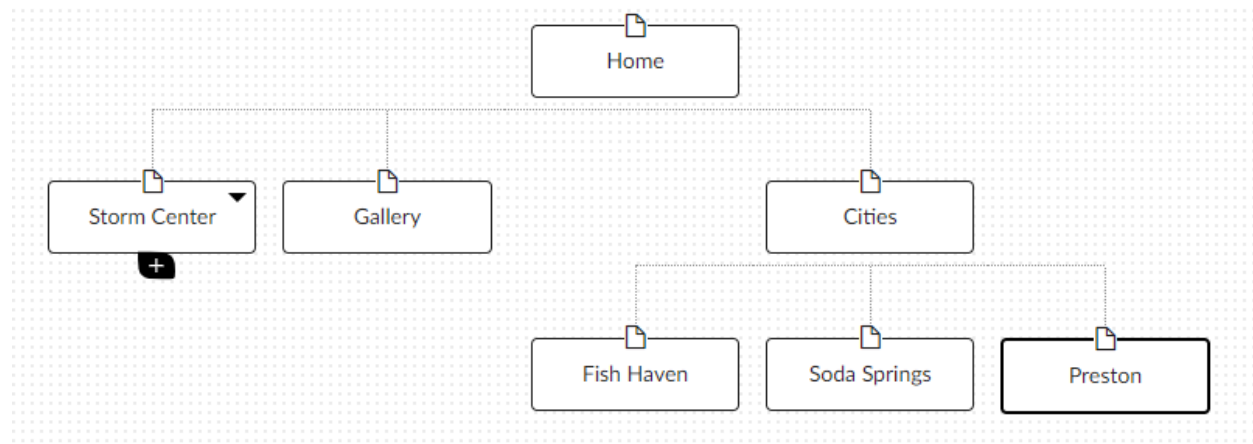
Goals and motivation for using the site: I use UnderTheWeather.com to know how long my commute will be so that I can plan the appropriate time with my son and wife.

Device: I Primarily use my laptop. I don't go anywhere without it and it is nice to be able to see the weather when I open my web browser.

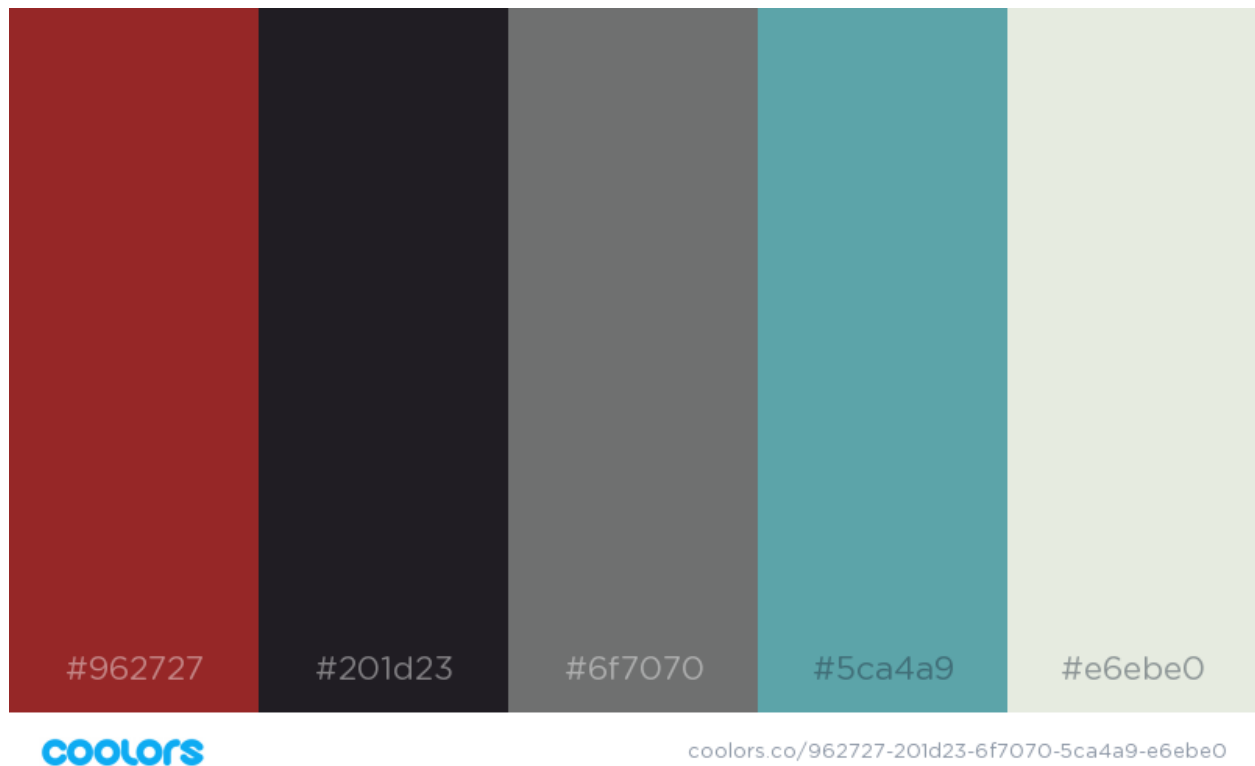
## Scenarios

1. What will the weather be like today?
2. What is the weather going to be like this week?
3. How do I find when the weather is updated?
4. What will the weather be like if I leave my hometown?
5. I need to know the weather for 5pm tomorrow. How do I check that?
6. Are there any storms coming my way?

## Site Map



## Color Scheme



The dominant color used for the logo, menu tabs, backdrop for important information, and headlines will be the dark red #962727

The accent colors used for the active buttons, subtitles and secondary information will be gray #6f7070

The background color will be ivory #e6ebe0

The main text will be dark gray #201d23

The headings and titles will be a shade of blue #5ca4a9

## Typography

The font used for Titles, Headings, and Navigational buttons will be a Sans-Serif named Ubuntu



For the large portions of text I will be using a Serif named Crimson Text

Crimson Text

Sebastian Kosch (6 styles)



A peep at some distant orb has  
the power to raise and purify  
our thoughts like a strain of  
sacred music, or a noble  
picture, or a passage from the  
grander poets. It always does  
one good.

