

SoutheastIdahoWeather.com

Site Plan

Site Name

The site will be named SoutheastIdahoWeather.com. The domain name is available for \$12.00/year.

Site Purpose

The site's main purpose will be to provide current weather conditions to local residents as well as those passing who might be traveling through the area. It will also show weather predictions for the foreseeable future, a month at a time. It will be updated as changes in weather patterns are discovered. The site will have access to weather on the interstates. The site will have a section that suggests "what to wear" based on the conditions of the day. The site will also have historical information such as record highs and lows, recorded amounts of precipitation, average temperatures for a given day, and have a link to Farmer's Almanac. The site will have the ability to link to other sites (accessed by city and country name or zip code) for weather in those areas.

Target Audience

The target audience for the site will include men and women, typically ages 12 and older. Most will live in the area but part of the target audience includes those who travel to or through southeastern Idaho.

Income ranges will mostly consist of local families that make between \$30,000 and \$65,000 annually. Travelers to the area typically make \$50,000 and more annually.

The target audience will need to know weather conditions in order to make plans to travel or participate in outdoor activities.

Personas

Katie

Katie Thompson is 38, married, and the mother of three children ages 4, 7, and 10. She is a stay-at-home mom who is involved in volunteer work for her children's school. Katie has a bachelor's degree in early childhood education. Her hobbies, when she has time, include running, vegetable gardening, and restoring antiques. Her husband works at the local plastics processing plant in the HR department. Their family makes \$52,000 annually.

Katie does most of her online searches using her phone while her older children are at school and the youngest is preoccupied. She enjoys social media sites and educational blogs, but she doesn't usually have much time for browsing. She spends less than 2 hours a day online by herself.

When helping her two older children with their homework, together they usually spend about 4 hours on the family's PC. Katie and her children like to check the weather for the following day to see what the kids should wear to school. She also likes to know about weather-related road closures because she drives the kids to school, which is about half a mile away, unless the weather is nice enough for all of them to walk together.

Stan

Stan Blackwell is a 44-year-old, self-employed truck driver that makes two weekly deliveries to the plastics processing plant where Katie's husband works. He lives in the Midwest. He is an avid sports fan and watches everything he can, although he doesn't get to play like he used to. He knows he should get more exercise. He is married, but he and his wife have no children. Stan does not have a college education. He has been driving truck since he was 21 and just purchased his own rig a few years ago. His income ranges from \$41,000 to \$57,000, depending on how many hours he puts in. He likes to be home on the weekends. His

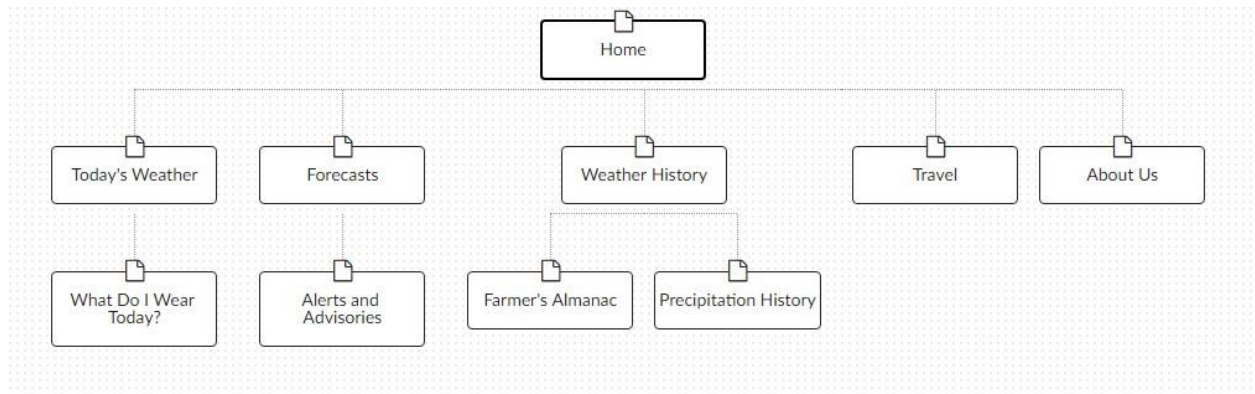
wife works for a local hospital in the billing department and makes \$38,000.

Stan uses his phone to check the weather before every run. He avoids storms—he's been stuck in them before. He is looking for an app that provides weather alerts to his phone, but he has yet to find one he likes. If Stan is home, he checks the weather using his laptop. While on the road he doesn't have much time for browsing. If he is running empty, he checks the dispatch service sites to see if there are any available loads headed his direction. He uses QuickBooks online to manage his business.

Scenarios

1. I am traveling northbound on Interstate 15 on February 6. Will I encounter any weather-related problems?
2. I am planning a family reunion in southeast Idaho. Is June a good time of year to have a reunion?
3. What should my children wear to school tomorrow?
4. When is it going to snow next so I can take a “sick day” and hit the slopes?
5. What kind of weather should I expect on a picnic this weekend?
6. I am in charge of a fun-run for Labor Day weekend. What will the weather be like?
7. What is the temperature right now?

Site Map



Color Scheme and Typography



Work Sans will be used in body copy. The site font size will depend on overall appearance of the site. It will be finalized at a later date.



Roboto will used in the site header and headings in white with #00916e in the background.



The color #002491 can be used to frame pictures, graphs, or other elements.●