**Site Name and Domain**: Rustic Idaho Weather Domain: rusticweather.com ($12/year)

**Site Purpose:** The website will provide easy access to weather for three rural towns in Idaho. The weather changes often and people need to be able to check quickly before they walk out the door into a puddle. While an easy to access weather forecast is the focus, the site will also include local events and articles from the community. It will be a place that users can share photos of the beauty of Southeast Rural Idaho.

**Target Audience:**

Mary, 30 years old, married, mom of 3 kids. Income is $50,000. High School Graduate. Often checks the weather on her phone as she is getting her children ready to go out the door. Likes to go to local events but forgets to put them in her calendar. She is looking for weather information quickly amidst the chaos of family.

Sam, 20 years old, single. Income $30,000, College Student. He works at the Golf Course and on Bear Lake in the summer. He needs to be able to check the weather before he heads out for work. He likes to know what community events might make his day busier. He checks the weather on his laptop. He checks it again in the mornings before he walks out the door. He needs to make sure he has the right footwear since he works outside.

**Scenarios:**

There's an annual rodeo in Preston. When is it?

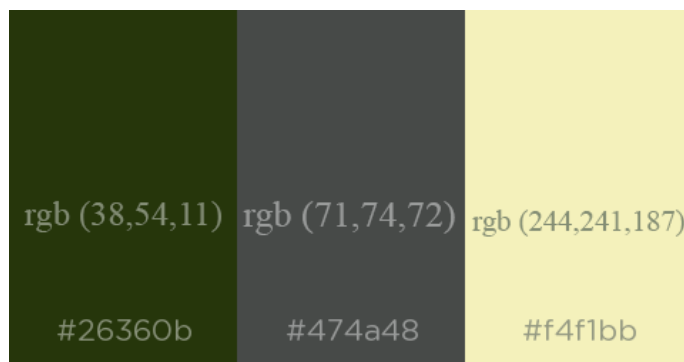There was a thunderstorm here. Did anyone get a photo of the rainbow?

I'm taking my kids to the park. Is the weather going to stay nice?

I'm going to the geyser in Soda Springs. What footwear do I need?

I'm heading out to Bear Lake. Will it be windy?

**Color Scheme:**

The Primary Header color is #26360b (the green). The primary text color is #474a48 (the grey). The last color #f4f1bb is for the nav words on top of the #26360b.

**Typography:**

Site Header: Luckiest Guy, 40px

Primary Navigation: Luckiest Guy, 30 px. #f41bb on top of #474a48

Heading 1 (h1): Luckiest Guy, 30px, #f4f1bb

Heading 2 (h2): Luckiest Guy, 30px, #26360b

Heading 3 (h3): Luckiest Guy, 30px, #26360b

Heading 4 (h4): Luckiest Guy, 30px, #26360b

Heading 5 (h5): Roboto Slab, 30px, #26360b

Paragraph Text (p): Roboto Slab, 16px, #474a48

**Simple Sitemap:**

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                        │      HOME       │
                        └─────────────────┘
                                 │
    ┌────────────┬───────────────┼───────────────┬────────────┐
┌────────┐  ┌────────────┐  ┌──────────┐  ┌──────────────┐  ┌──────────┐
│Preston │  │Soda Springs│  │Fish Haven│  │ Storm Center │  │ Gallery  │
└────────┘  └────────────┘  └──────────┘  └──────────────┘  └──────────┘
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| Preston | Soda Springs | Fish Haven | Storm Center | Gallery |
|---|---|---|---|---|
| Preston page including weather and events | Soda Springs Page including weather and events | Fish Haven Page including weather and events | Storm Center Info | Gallery for photos |