

# Gem State Weather

## Site Plan

The purpose of this document is to describe the Gem State Weather website. This website will allow users to see the current weather conditions in their area so they can dress for the weather. Will also have the current events for the town as big weather stories that has happened.

## Site name

The name of the site will be Gem State Weather. This website will be a quick and easy place user could check the weather conditions from laptop or phone.

## Site purpose

The purpose of this site is to allow residence living in Preston, Soda Springs, Fish Haven have an easy place to check what the weather conditions will be for that day. There will also be a storm center that they can report dangerous weather in their area. The website will also have a gallery to showcase any weather events that happen that users might like to see.

## Target Audience

The target audience of the Gem State Weather web site is described below:

**Who:** Parents, students, teachers, coaches, school faculty, farmers, ect.

**Age:** 12 to 100

**Technology:** Users need to have a computer or smartphone to have access to this site.

**Income:** Income is not a factor for any user to user this site.

**Motivation:** To improve the way people plan their day and can dress for what the weather will be each day.

## Personas

Name: Mr. Scott Pendelton

Age: 47

Occupation: Farmer

Reason to use: Scott would use the site to know what the forecast is for the day to know if he will be able to tend to his crops. This is important to farmers as the weather affects his livelihood.

Name: Mr. Brent Garrett

Age: 38

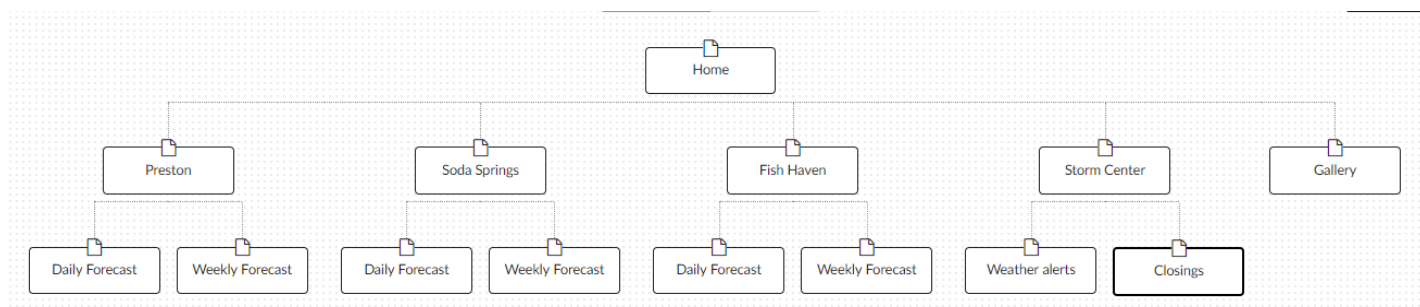
Occupation: Football Coach

Reason to use: Brent would want to use the site to be able to know if practice, games or scrimmages are on as scheduled. He would need to make sure that the team members are kept safe and not put in harms way due to weather.

## Typography

I have chosen to use fonts; 'Copse', serif;

## Wireframe Sketches



## Color Scheme

My sites color scheme consists of three different tones of soft blue, with a dark olive-green header and footer. My text ranges in the colors of white, black, navy blue and a pale yellow. The color scheme is easy on the eyes and welcoming. I think the colors work nicely together.