

Site Name

The name of the website will be HelloWeather.info. The easy name will greatly facilitate the search for it.

Site Purpose

The purpose of the website is to give updated weather reports to all the visitors. It will feature only a few cities.

It will also spread Storm Alerts and provide pictures to show what's the situation in the selected locality.

Target Audience and Scenarios

Persona 1

Sarah H. Detroit

Occupation: Full-time house wife

Demographics and Education: 35 years old. Has a Bachelor degree in Family Studies at the Byu-Idaho.

Goals and motivations for using the website: Learn what the weather will be in the next day to decide to keep her children at home or not.

Technology: Mostly uses her phone to check weather websites, she had a Samsung Galaxy S3 that she later changed for an iPhone X, and a tablet for everything else, she recently acquired an iPad. Does have a Dell laptop but is not frequently used.

Persona 2

J. Jonah Jameson

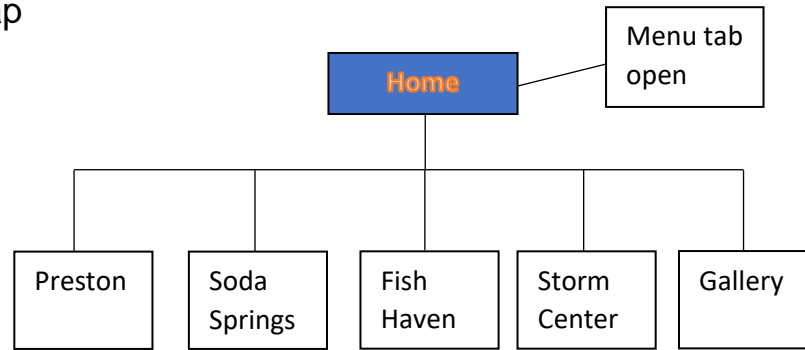
Occupation: Photographer active in the Preston, Idaho area.

Demographics and Education: 43 years old. Has a BFA in Photography from the New York Film Academy.

Goals and motivations for using the website: Learn the weather conditions he will find where he will take the pictures to know what gear to take.

Technology: Mainly uses his MacBook Pro to navigate and edit pictures. He also has an iPhone 7 that seldomly uses to browse the internet while outside.

Site Map



Site header	'Playfair Display SC', serif, 'Courgette', cursive		#00bfff	Sample
Primary nav	Verdana, Geneva, Tahoma, sans-serif		#ffd700	Sample
Footer nav	'Times New Roman', Times, serif		#000000	Sample
Heading 1	'Playfair Display SC', serif	200%	#000000	SAMPLE
Div.motto	'Courgette', cursive	75%	#000000	<i>Sample</i>
Current page	Verdana, Geneva, Tahoma, sans-serif		#ff8c00	Sample
Nav a	Verdana, Geneva, Tahoma, sans-serif		Rgb(87,27,11)	Sample

Main section	'Times New Roman', Times, serif		#ffff	Sample
Article	'Times New Roman', Times, serif		#ffff	Sample
Contact-info	'Times New Roman', Times, serif		#00000 #ffff	Sample