

Site's name: Weather for Trips <https://weatherfortrips.com>

Site's purpose: Provide accurate weather information for those who are planning trips, and give helpful advice about climate and how it can affect their trips (like: Use a sunscreen with higher UV index (if too sunny); Bring repellent (if humid and hot climate); etc.)

Target audience: People who are planning trips for things such as camping, going to the beach, walking on trails, etc. (generally related to nature places). Male and female users, from age 16 to 90, with variable incomes, and from all levels of experience with technology.

Personas:

Name: Derek **Gender:** Male **Age:** 27

Personality/habits: Compulsive and enthusiastic, he likes radical sports. Practice climbing, and travels a lot.

Motivations for using the site: He uses the site to keep track of the weather when planning a climb, and to see if there are any storms coming.

Name: Mike **Gender:** Male **Age:** 45

Personality/habits: Homebody, family man. He uses to go out (to trip or travel) just during his vacation, with his wife and some of their children.

Motivations for using the site: He likes to check the weather in the beaches (their favorite destiny) nearby his house/neighborhood, and is also worried about how high the UV index will be.

Name: Julie **Gender:** Female **Age:** 23

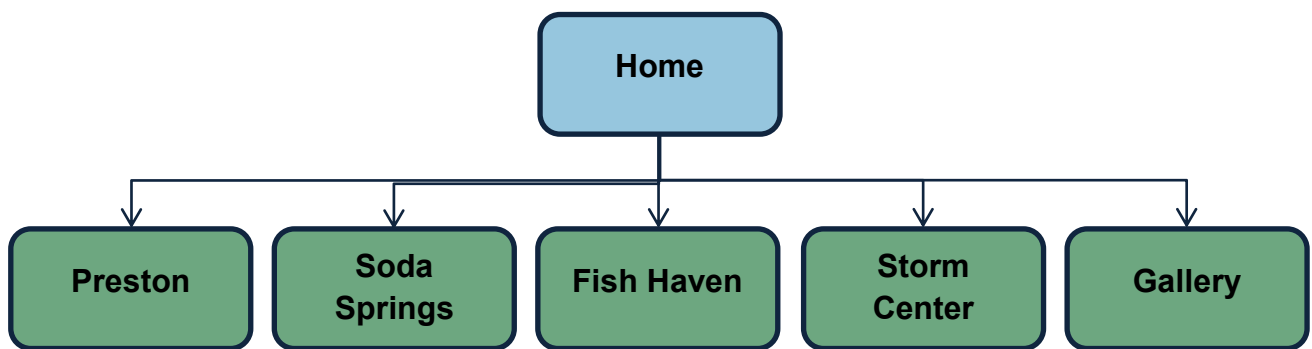
Personality/habits: Shy girl who loves nature. Her favorite hobby is drawing. She uses to camp a lot and draws the places she visits (landscapes, animals, etc.).

Motivations for using the site: She likes to know when the weather will be sunny or a little foggy (her favorite climates to draw).

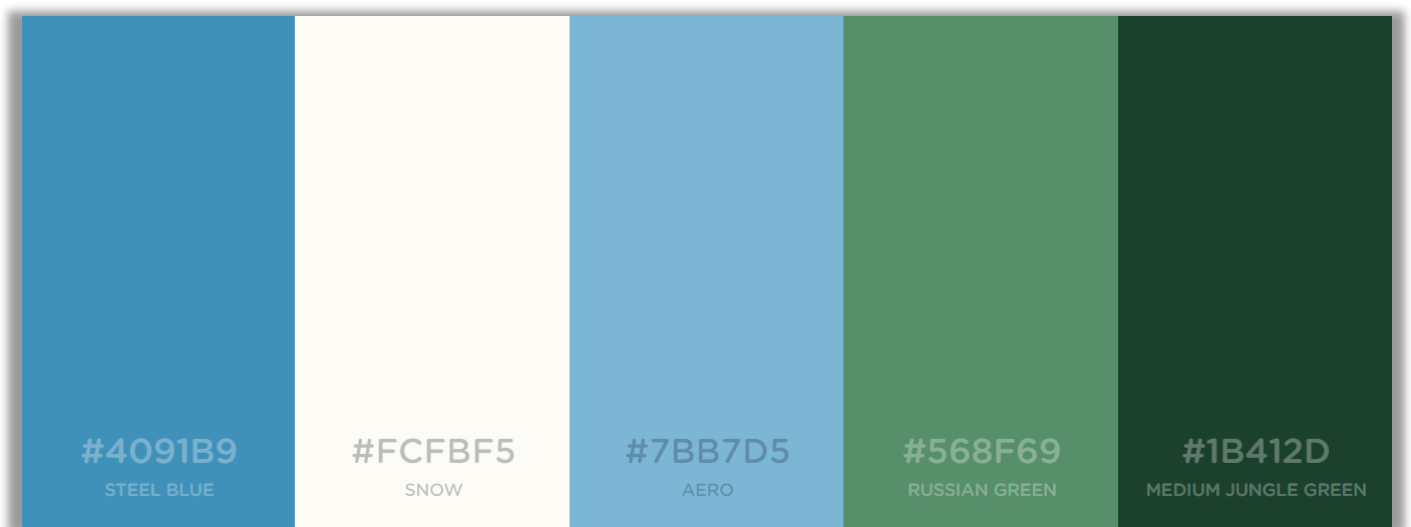
Scenarios:

- Will it be sunny in Miami Beach tomorrow, and do I need to take extra care with sunscreen?
- How will the weather be like in White Mountain National Forest next week?
- What are good places to camp in my town?
- Is it going to rain tomorrow here?
- When is it going to be sunny again?

Sitemap



Color Scheme



Typography

Tag/section	Font	Size	Sample
Site Header	Montserrat SemiBold	40px	Header
Primary Navigation	Arvo	30px	Navigation
Footer Navigation	Arvo	20px	Footer
Heading 1	Montserrat Medium	32px	Heading
Heading 2	Montserrat Medium	28px	Heading
Heading 3	Montserrat Medium	24px	Heading
Paragraph text	Arvo	16px	Paragraph