

Site Purpose

To provide as accurate as possible prediction of what the weather will be like in the near future. They are important to most aspects of day to day life, including aviation, boating, other modes of transportation, farming, tourism, sports, etc.

Target Audience

- **Who:** the residents of those who live in the Rexburg, Idaho. Also, for the tourists, students, emergency services, construction workers, and residents' relatives those who are visiting for the residents.
- **Age:** 12 and up
- **Technology:** PC, radios, TVs, Ipads, laptops, smartphones, etc.
- **Income:** the level of income is varying. Targeted to all of the different level of incomes. Anyone is accessible to reach to this website.
- **Motivation:** for travels, road condition, outdoor activities, and public transportation situation.

Personas

Ben Tingey, a college student. 22 years old. Has a bachelors in Philosophy. He goes down to Utah every weekend to visit his family and need to know the highways different weather while he is driving.

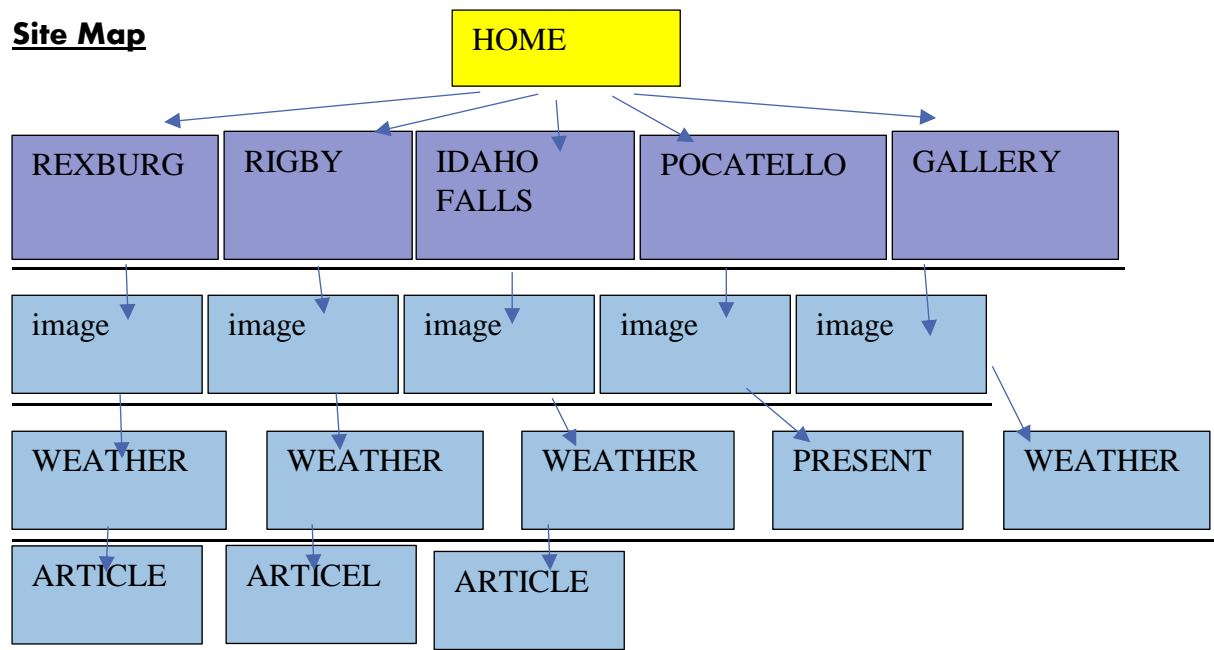
Susan Hamilton, a working mom who has 3 years old and 2 months old children. She has associate in Special Education. She needs to know the weather, so she can decide what kind of clothes that she needs to dress her kids up and plan family activities for the weekend.

Lucas Anderson, a construction worker. Needs to know the daily weather so he knows that he needs to bring his jacket and glove to his work or not. And he also needs to consider bring either hot coffee or just blended coffee with ice in it. It also determines he is working or not depends on the weather condition.

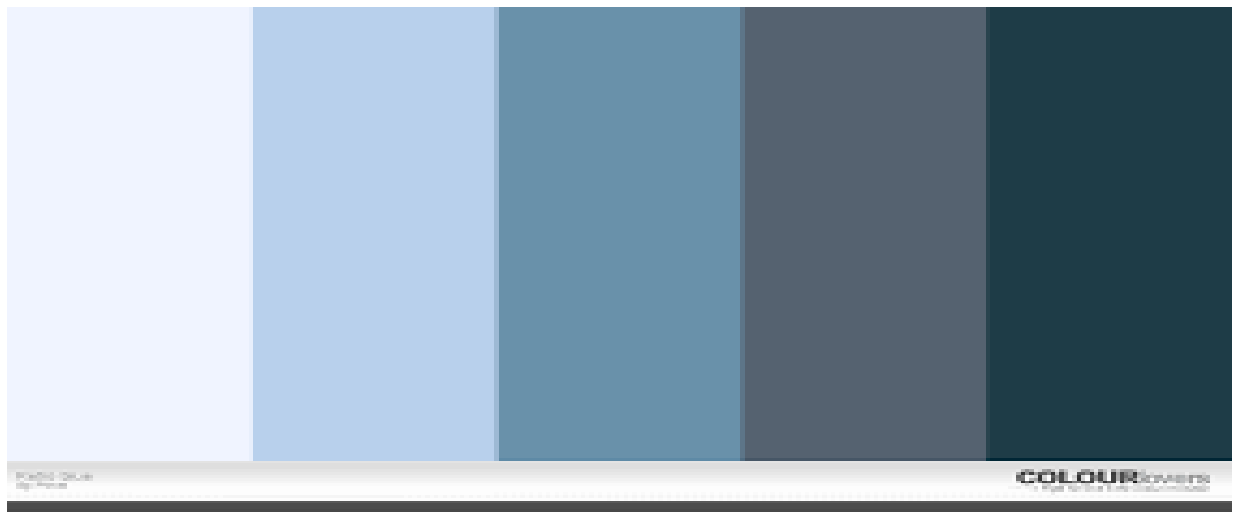
Scenarios

1. What is a good temperature to not to go to school?
2. Under what weather circumstance construction workers cannot work?
3. What are the weather affects can be on the road?
4. How accurate is it to trust the weather forecast to believe it is safe to drive for four hours when is slightly raining?
5. What temperature do children can wear the winter coat?

Site Map



Color Scheme



Nav #deeaf4 (222, 234, 244)

Main Color #bfe1fc (191, 225, 252)

Paragraph #56636d (86, 99, 109)

Heading #013a3a (1, 58 58)

Accents #4a7f9b (74, 127, 155)

Typography

<link href=<https://fonts.google.com/specimen/Titillium+Web> rel="stylesheet">

Font-family: "Titillium Web", serif;

Font-family: "Crimson Text", serif;

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34567890'?''"{%}[#]{@}/&\<-+÷×=>®©\$€£¥¢;,:,***

Site Header Titllitum Web 43px

Primary Nav Titllitum Web 38px

Footer Nav Titllitum Web 25px

Heading 1 Titllitum Web 20px

Heading 2 Titllitum Web 20px

Heading 3 Titllitum Web 20px

Paragraph Crimson Text 14px