dailyweather.com

Site Name

The site will be called dailyweather.com, as the name suggest it will be a site where people can get their daily weather updates.

Site Purpose

The main purpose for the dailyweather.com website would be to inform people of the weather conditions so that they have sufficient time to be prepared in the case of emergencies. This objective will be done through notifications and offline functionality of the site so that the information is readily available at any time even with little or no internet connectivity.

Secondary the site will provide accurate information from the forecast and have means for the people to contact the dailyweather.com to confirm details on the weather that they have received through the website.

Target Audience

The target Audience for the dailyweather.com website is described below:

- **Who** – Business Professionals, Educators, College Students and anyone who likes to keep up to date on the weather conditions.
- **Age** – 14-100
- **Technology** – Mobile and Desktop Devices, people are always on the go so mobile functionality will provide a better coverage for the website.
- **Motivation** – The need to stay inform and to be prepared against unexpected weather conditions.

Personas

Ryan Kendo

- **Occupation**: Entrepreneur and Owner of a Chain of Supermarkets
- **Demographics and Education**: 50 years old. CEO of a Supermarket chain across the country. Earned a Diploma in Business Management.
- **Goals and Motivation for using the site**: Keep up to date with the weather so that he can be able to pick the best times to travel to his other business chains.
- **Social**: Very friendly individual, loves working with his hands and others. He can be found mostly at his businesses working with his employees or reading a book.
- **Technology**: Mostly uses his Acer Desktop Computer and his Dell laptop. Can be found using his IPhone when on the move since it is light and easy to carry. Prefers his IPhone to other mobile devices because of the ease of getting information to his phone.
- **Quote**: Being prepared today prevents disaster tomorrow.

Jason Smith

- **Occupation**: Farmer
- **Demographics and Education**: 45 years old. Runs a family farm with his wife and children. Earned a High School Diploma.
- **Goals and Motivation for using the site**: So that he can know what the weather is like to protect his livestock and farm.
- **Social**: Very religious individual, works hard on his farm since it is his only source of income. Reads his Scriptures daily and makes time for his family.
- **Technology**: Mostly uses his daughters Lenovo Laptop. Can be found on his Nokia Smart Phone looking for weather information and farming tips and tricks. Uses his phone mainly since it is the only device that he has learn sufficiently well.
- **Quote**: You have nothing to fear if you are prepared.

Scenarios

1. What can I do to be prepared for an emergency?
2. How do I find out the weather condition?
3. What if I have little to no data connectivity?
4. How accurate is this weather information?

Content Architecture

Content List

This section describes how each scenario identified previously will be answered. Each scenario has an introductory section describing them.

Scenario 1: What can I do to be prepared for an emergency?

- Page explaining steps to take in case of an emergency and how to prepare for one.
- Video describing preparation and steps to take in the case of an emergency

Scenario 2: How do I find out the weather condition?

- Text explaining how to use dailyweather.com to find out the weather conditions for different locations.
- Video showing how to navigate the site.
- Infographic showing steps that can be taken throughout the site.

Scenario 3: What if I have little to no Data Connectivity?

- Text explaining about the sites offline features
- Infographic with detail explanation of how the offline features work

Scenario 4: How accurate is this weather information?

- Text explaining about the weather API that the dailyweather.com website is using

- Link to the API information for increased reliability and trust in the weathers sites information.

Sitemap

This section describes the basic structure of the dailyweather.com website.

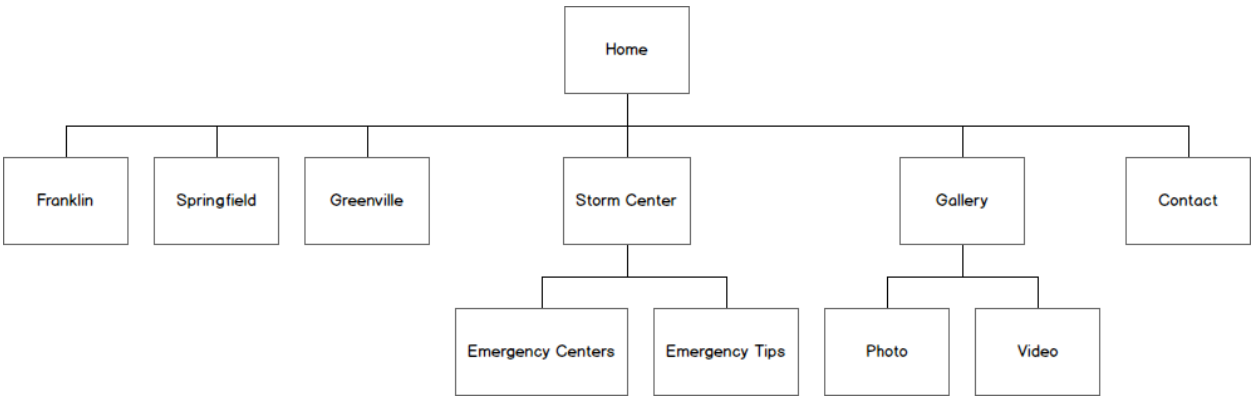


Figure 1- dailyweather.com Site Map, demonstrating the structure of the Site.

Style Guide

This section describes the visual and aesthetic plan for the dailyweather.com website.

Color Scheme

Describes the Header and footer, Navigation, Buttons and Links for dailyweather.com website.

Primary Color: #93c47d, #6aa84f, #ffffff, #333333, #38761d

Typography

Describes the Fonts, Font size and styles for dailyweather.com website.

Object/Item	Font	Font Size	Color
Header 1	Open Sans, Bold	18	#38761d
Header 2	Open Sans, Regular Italic	16	#333333
Paragraph	Open Sans, Regular	14	#333333
Navigation Selected	Open Sans, Regular	14	#93c47d
Navigation Unselected	Open Sans, Regular	14	#333333

Navigation

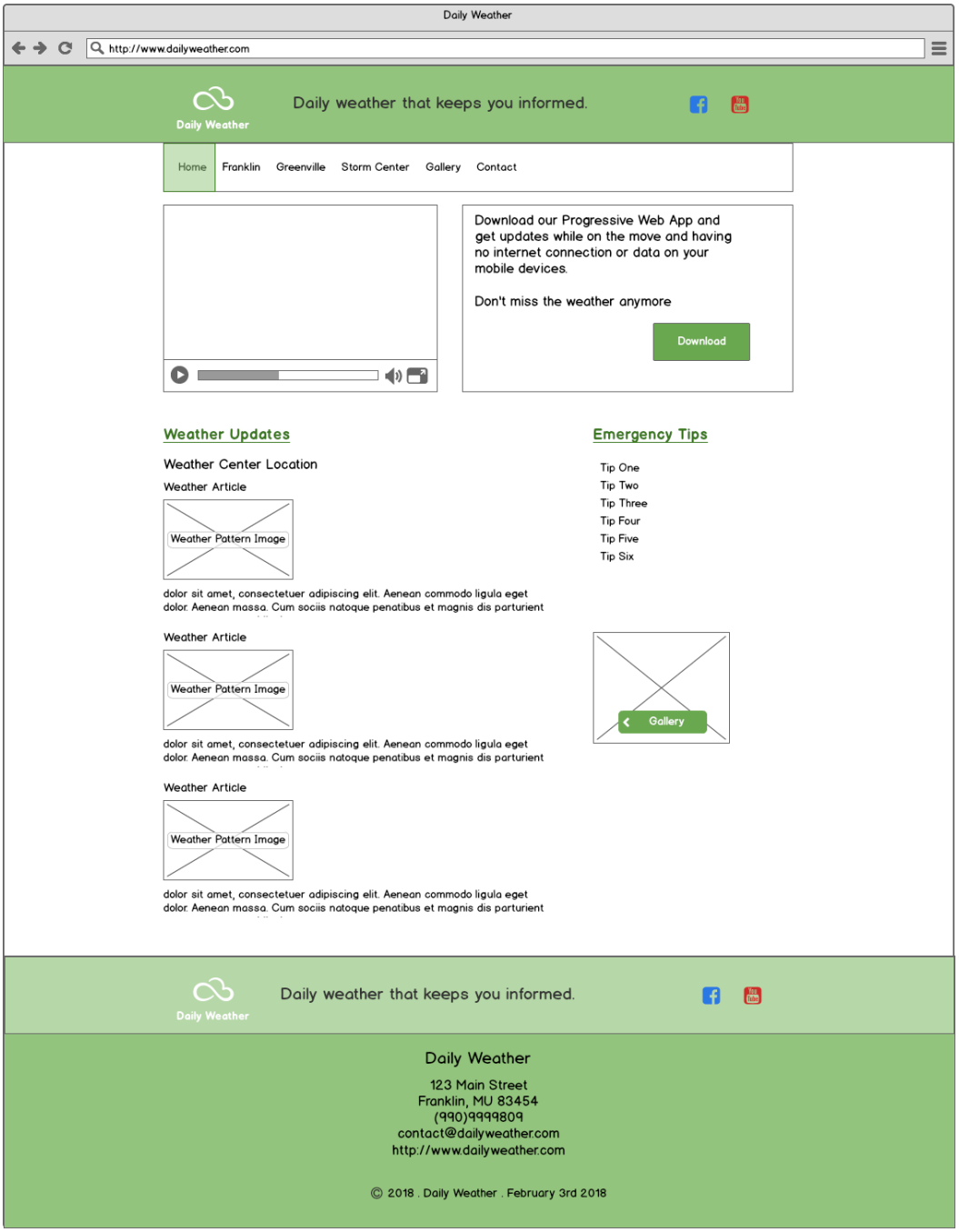
The Navigation will sit at the top between the header and the main content. It will have the following Characteristics:

- Selected Item: it will have a green background with gray shaded text color.
- Unselected Item: It will be reserved to the white background and gray shaded text color.
- Drop down navigation: will have a light gray background and the link text will highlight green background with gray shaded text color.

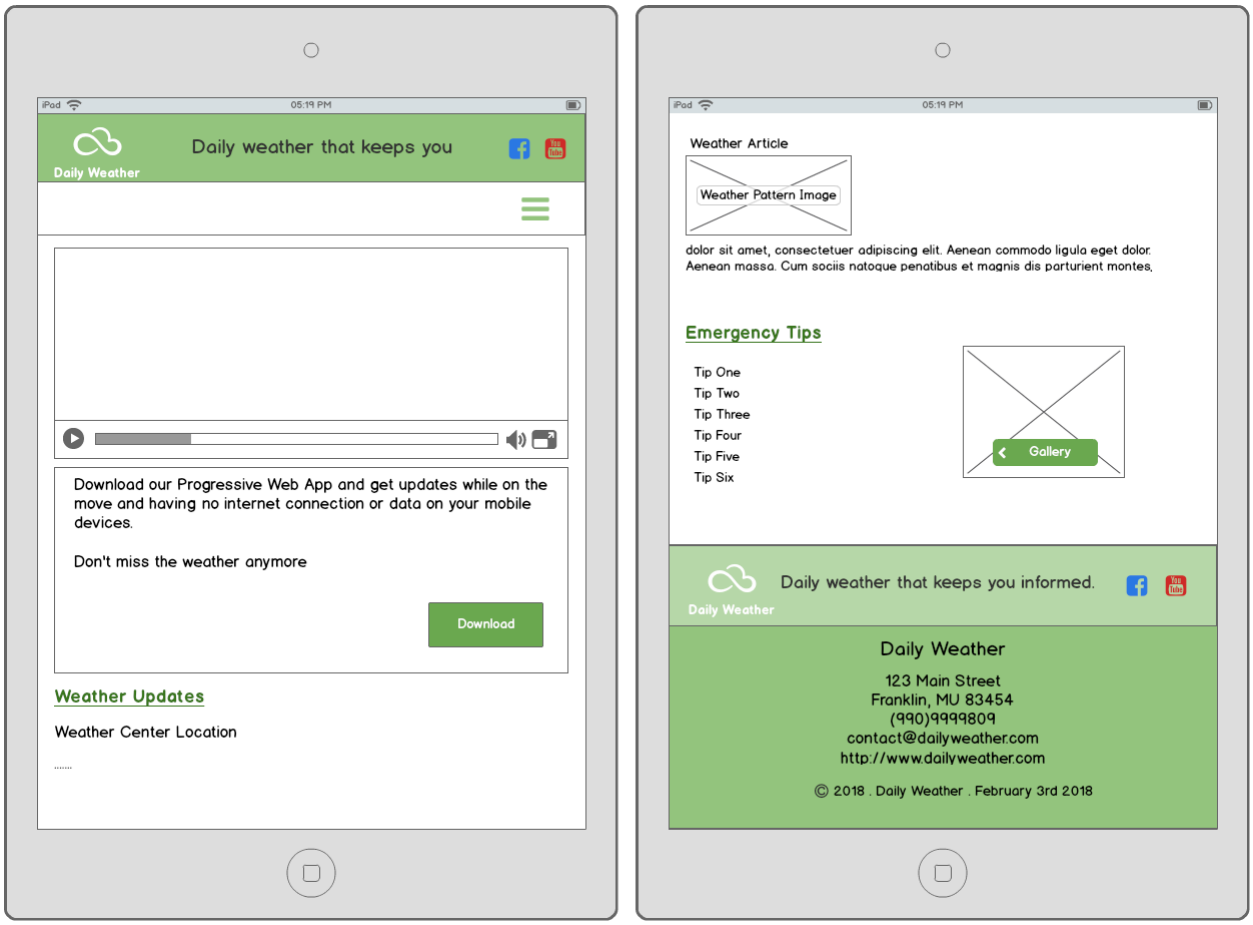
Responsiveness

This section contains examples describing each layout for the dailyweather.com website.

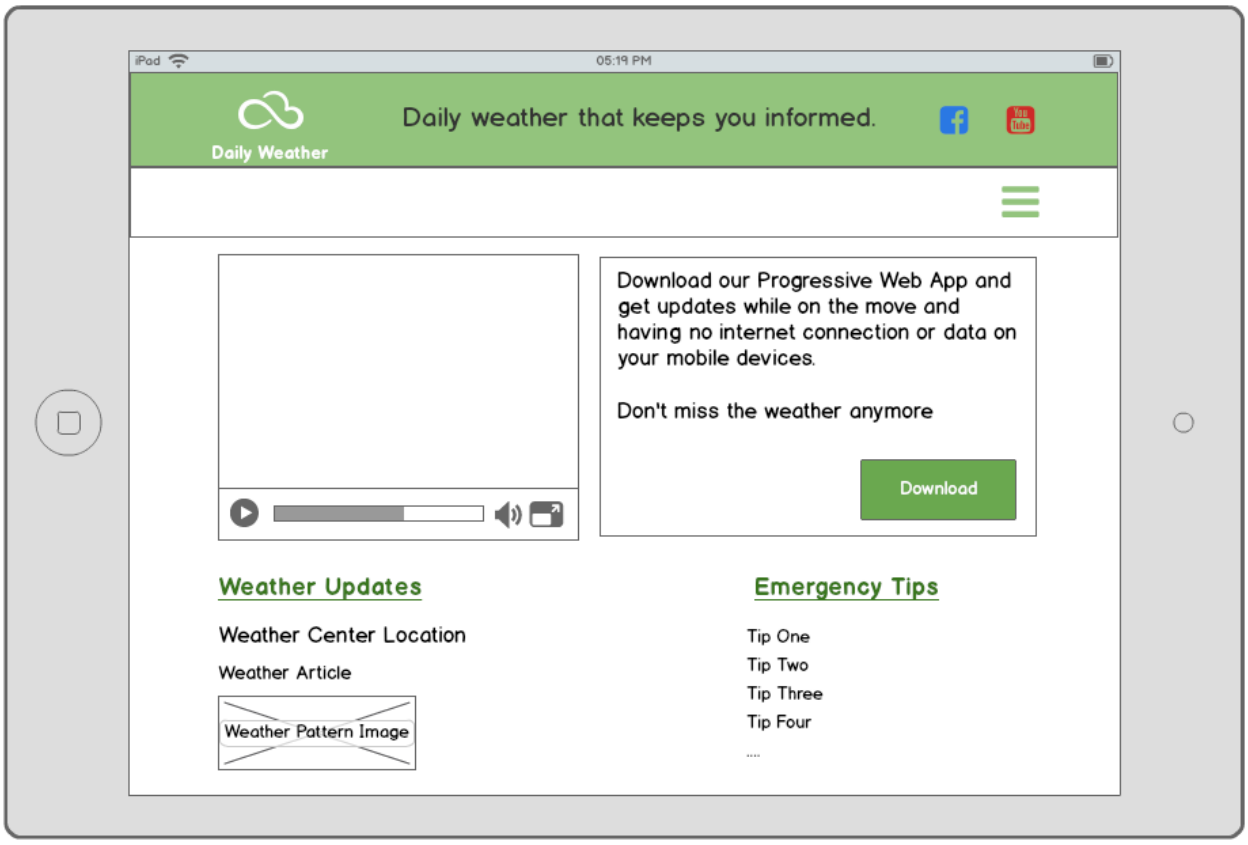
Desktop and Laptop



Tablet Portrait



Tablet Landscape



Mobile Portrait and Landscape