

The Weather Report  
[www.WeatherReport.xyz](http://www.WeatherReport.xyz)  
By S.Hodapp

Scope:

Weather is the final variable frontier of human life. Whether you ride a tractor or a subway, how the heavens conspire to fill the sky affects us all. Using the latest in visual schematics and imparting a sense of wit and bite, The Weather Report hopes to take part in what ever day you are in by providing actionable and timely data.

Target Audience:

Who: Working professionals who need to quickly make decisions regarding the weather, in addition to make weather related plans.

Age: 15-99

Income: 25,000+ (so they can afford a phone and or internet connection)

Interests: Farming // Commuting // Weather related planning



- Gentle Person Farmer
- Bolt Lightning
- Farmer, Planting, Irrigating
- 30 y/o associate's degree, caucasian, married with children
- Wants to be able to dress for the weather. Wants to be able to plan and strategize for the upcoming week to reduce water consumption
- Lives with family on a 150+ acre farm. Uses ipad, iphone and house computer
- “““WHEN CLOUDS APPEAR LIKE TOWERS, THE EARTH IS REFRESHED BY FREQUENT SHOWERS.” & “If the rain spoils our picnic, but saves a farmer's crop, who are we to say it shouldn't rain?”

- Mid-level career Woman
- Wendy Morningdew
- Accountant, Preparing Spreadsheets, planning company outings
- 27 with a masters degree unmarried with no children
- BE able to properly wardrobe for a date, and check weather while planning outings for the company
- Hyper-tech savvy, has all the apple products
- “When the snowflakes start to fall, it’s time to log-in to your online dating profile!”
- Casual pictures representing that user group



Scenario:

Questions our target audience might ask,

- What's the weather going to be like in 3 days
- Should I layer or just bring an umbrella
- What was the weather like this time last year

- What is the weather like a town or county over
- What is a zippy line that can brighten my day today

Color Scheme:

Major Color: Light Slate Gray #778899

Accent Color 1: #7FFFD4 AliceBlue

Accent Color 2: Light Green #778899

Typology:

Major Font: Roboto 12 pt black

Alternate Font: Graduate 10pt black

Alternate Font 2: Raleway 10pt