

# theweatherbank.com ☁️

## Site Name

This site will be called *theweatherbank.com*. And as its name implies, is a bank of weather information should provide accurate and needed weather information to users.

This site will cost \$20 annually. (<https://googledomains.com>)

## Site Purpose

The purpose of this site is to provide quick, easy and ready to use weather information to users. The site will be designed to updated automatically, according to real time weather condition on selected area. The site will provide weather information of major cities and sub-localities across the world.

## Target Audience

The target audience of *theweatherbank.com* would be:

**Who:** Everyone that needs weather information. Weather reporters, business men and women, event planners.

**Age:** 18 to 80

**Technology:** Basic computer concepts. Frequent travelers who need weather information to determine travel routes.

**Income:** Income range would be around \$50, 000.

**Motivation:** Improve choices for weather users, and proffer suggestions, and preferences.

## Personas

Morgan N. Chibuike



**Occupation:** Managing Director (MD)

**Demographics and Education:** 35 years old. Managing director in a service company. Holds a master's degree in environmental management.

**Goals and Motivation for the site:** Uses the site to confirm weather condition at business site and travel routes.

**Social:** Family man with just a wife. Like to spend his leisure time outdoors, and travels to other cities on vacations.

**Technology:** Uses is Dell laptop computer for work both at home and at work. iPhone 6 for on the go job and occasionally uses a blackberry for work. Uses Excel and Microsoft word extensively.

**Roseline W. Stanley**



**Occupation:** Event Planner

**Demographics and Education:** 27 years old. Bachelor's degree in Hotel management and maintenance. Hospitality expert.

**Goals and Motivation for the site:** Needs to constantly include weather information in her planning, in order to decide the best venue and setting.

**Social:** Single and comes from a large family. Spends most of her family time indoors, and her alone time surfing the internet.

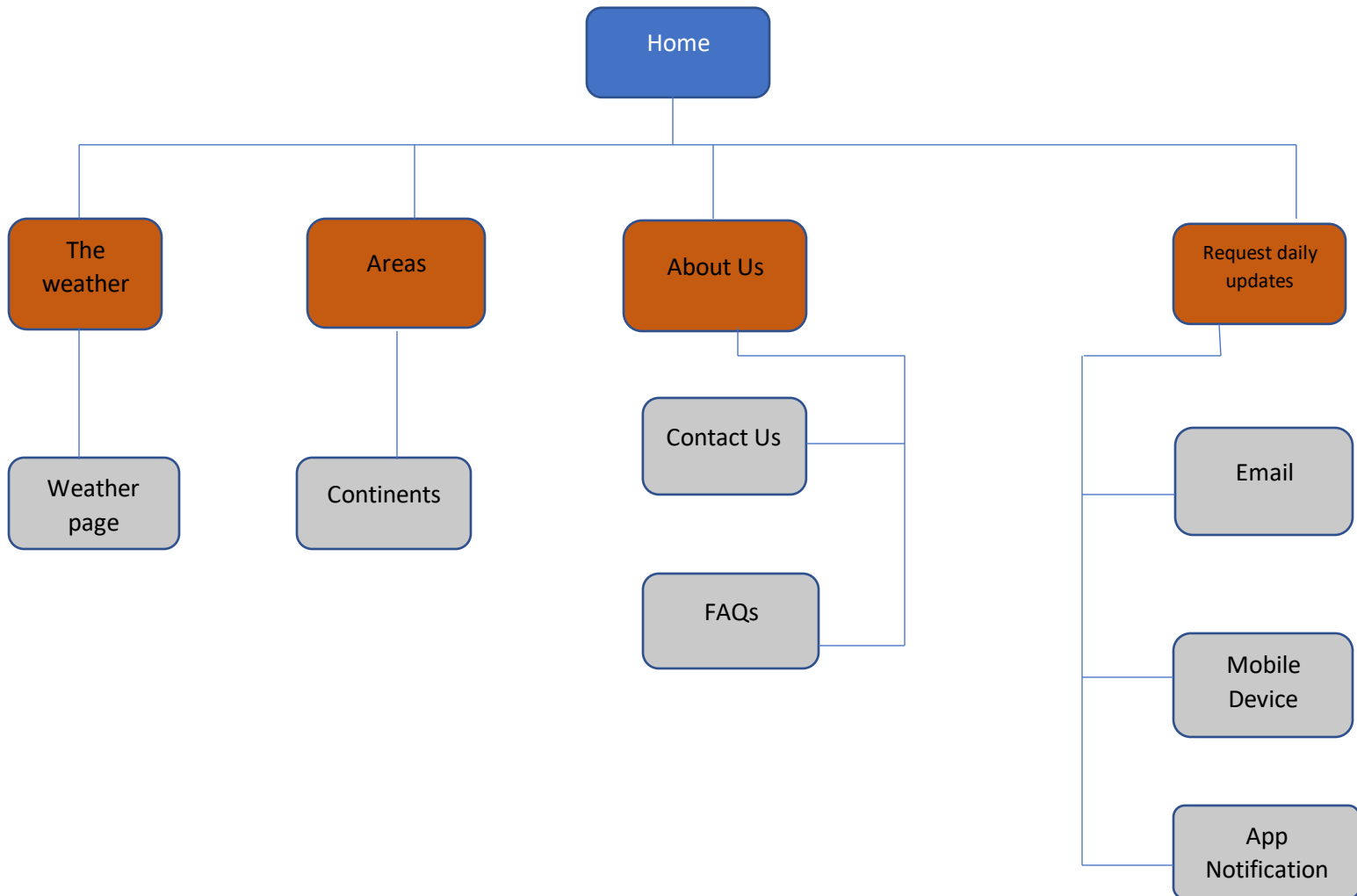
**Technology:** Uses an Android phone for most of her work as she constantly works on the go. Loves her Samsung because of its user friendliness and ease to communicate with clients. Uses Power Point and for most of her work, especially to present ideas.

**Scenarios**

- How does *theweatherbank.com* stand out from other weather sites?
- What will the weather be like on my intended travel route?
- What route to my destination would be best?
- What would the weather be like on a given day?
- How do I get weather update on my device?

## Site Map

Below is a diagram the describes the basic navigation of the *theweatherbank.com*.



### Color Scheme and Font size and style

Site header	<b>Georgia</b>	<b>40px</b>	<b>#00008B</b>
Primary Navigation	<b>Sans-Serif</b>	<b>30px</b>	<b>#191970</b>
Footer Navigation	<b>Sans-serif</b>	<b>22px</b>	<b>#0000CD</b>
Heading 1 (h1)	<b>Helvetica</b>	<b>30px</b>	<b>#663399</b>
Heading 2 (h2)	<b>Helvetica</b>	<b>30px</b>	<b>#663399</b>
Heading 3 (h3)	<b>Helvetica</b>	<b>26px</b>	<b>#663399</b>
Paragraph text (9)	<b>Ubuntu</b>	<b>15px</b>	<b>#000000</b>
Navigation Anchor Selected	<b>Segoe UI</b>	<b>14px</b>	<b>#1E90FF</b>
Navigation Anchor Unselected	<b>Segoe UI</b>	<b>14px</b>	<b>#2F4F4F</b>

(<https://www.w3schools.com>)