

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.

The site is also designed to give a live view of what a given destination looks like and the time.

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?

Answers

Scenario 1

The weatherbank.com gives a variety of options from which to choose the style you would like your weather information to be delivered to you.

Scenario 2

- ✓ Search the route via the search engine, then check weather information for it.
- ✓ Use the maps and click on the country and area to view the weather information for that area.

Scenario 3

- ✓ Click on the weather page, input desired destination, and click on suggested routes.

Scenario 4

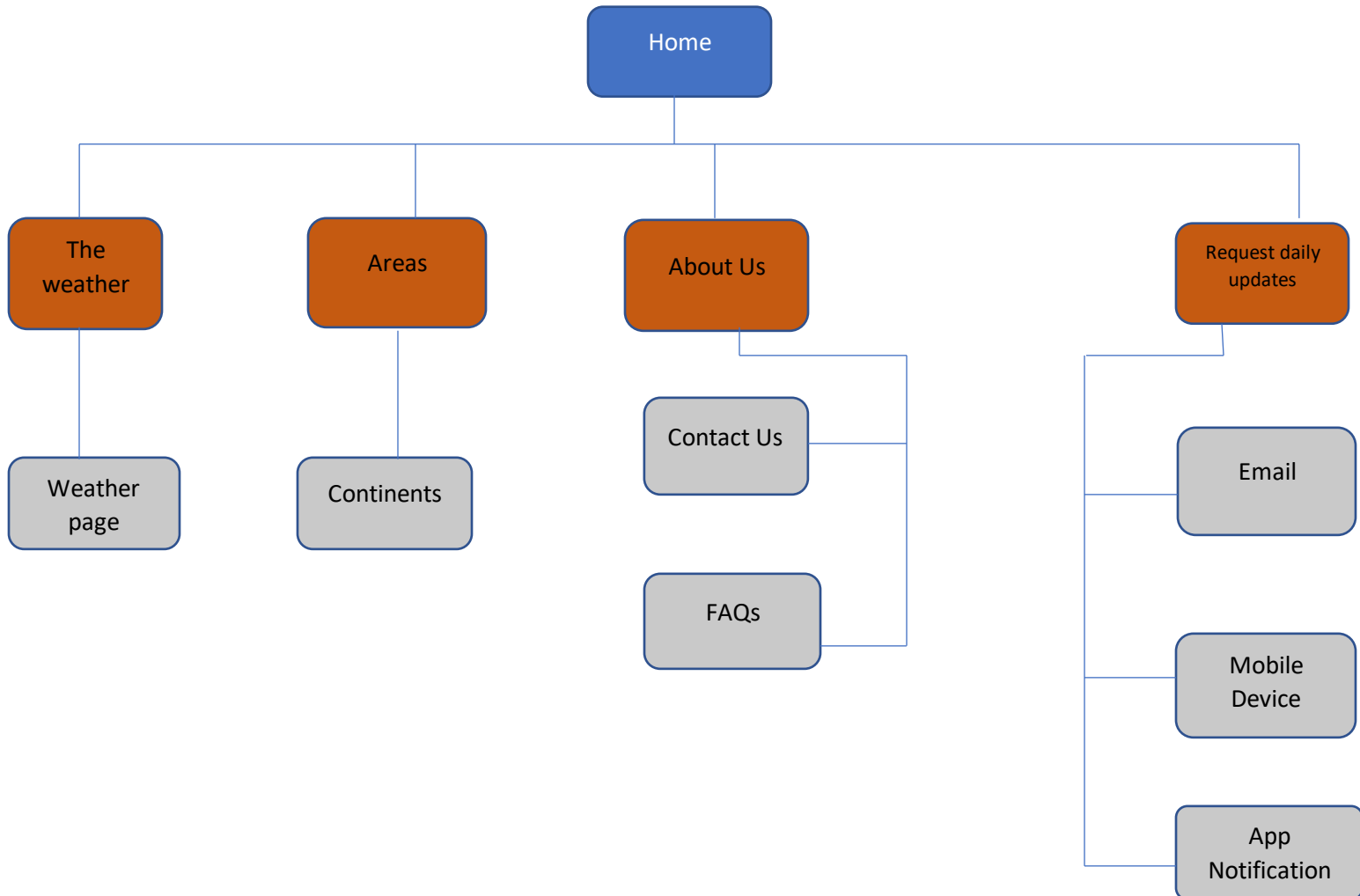
- ✓ Click on the weather page, and click on “go to date,” then input the date.

Scenario 5

- ✓ Click on “request daily updates,” then choose your preferred means to receive weather information.

Site Map

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



Color Scheme and Font size and style

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

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