

HowsTheWeather.com

How's The Weather?

When answers are needed

HowTheWeather.com

Site Plan

Site Description

The site will display the current weather for three cities based in the southeastern corner of Idaho. It will also include a five-day weather prediction and an article associated with each city.

Site Name

The name How's The Weather came about because every time I think about this assignment, the first thing that pops into my head is a Super Simple Song my two children listen to on YouTube called How's the Weather?

Site Purpose

The purpose of this site is to keep the public informed on the weather for the cities, Preston, Soda Springs, and Fish Haven. It will also include an article whose purpose is to help encourage visitors to come visit these cities depending on the weather.

Target Audience

The target audience is the outdoor active type. This will include fishers, campers, and hikers, but will also include those with an interest in rodeos, geysers, and pioneer history. The age group will range from young teens to adults of all ages. It will not be limited to those with a specific income as the cities themselves have things for both wealthy and poor.

Personas

Joseph Anderson

Age: 47

Gender: male

Education: College degree

Work Experience: 23 years in Information Technology

Reason for visiting site: Enjoys fishing

Where else can information be found: Other weather sites, Fishing sites.

When/Where will user have access: Lunch hour at work.

Technical devices: I-phone 8, MacBook Pro, and iPad mini

Software/Applications: weather app on all mac devices.

How much time browsing web: about an hour a day.

Person's motivation: desire to remove himself from stress of work and family.

Looking for: weather prediction for the weekend.

Looking to do: relax by fishing

Needs: needs to know if it will be good fishing weather.

Sandra Michaels

Age: 25

Gender: female

Education: Some college, currently attending

Work Experience: 7 years doing odd jobs

Reason for visiting site: Enjoys hiking

Where else can information be found: Other weather sites, hiking enthusiast sites, weather app on phone, weather band on car radio.

When/Where will user have access: mornings, at home or evenings at school library

Technical devices: Samsung Galaxy s10, Dell Inspiron 15

Software/Applications: phone weather app

How much time browsing web: 2 to 3 hours a day.

Person's motivation: wants to take a hike with friends

Looking for: weather and temperature

Looking to do: hiking one of the trails in the nearby towns

Needs: reliable weather predictions.

Scenarios

Is the weather on Saturday ideal for fishing on Cub River?

Temperature will be in the high 50's with a little bit of overcast for the next 4 days.

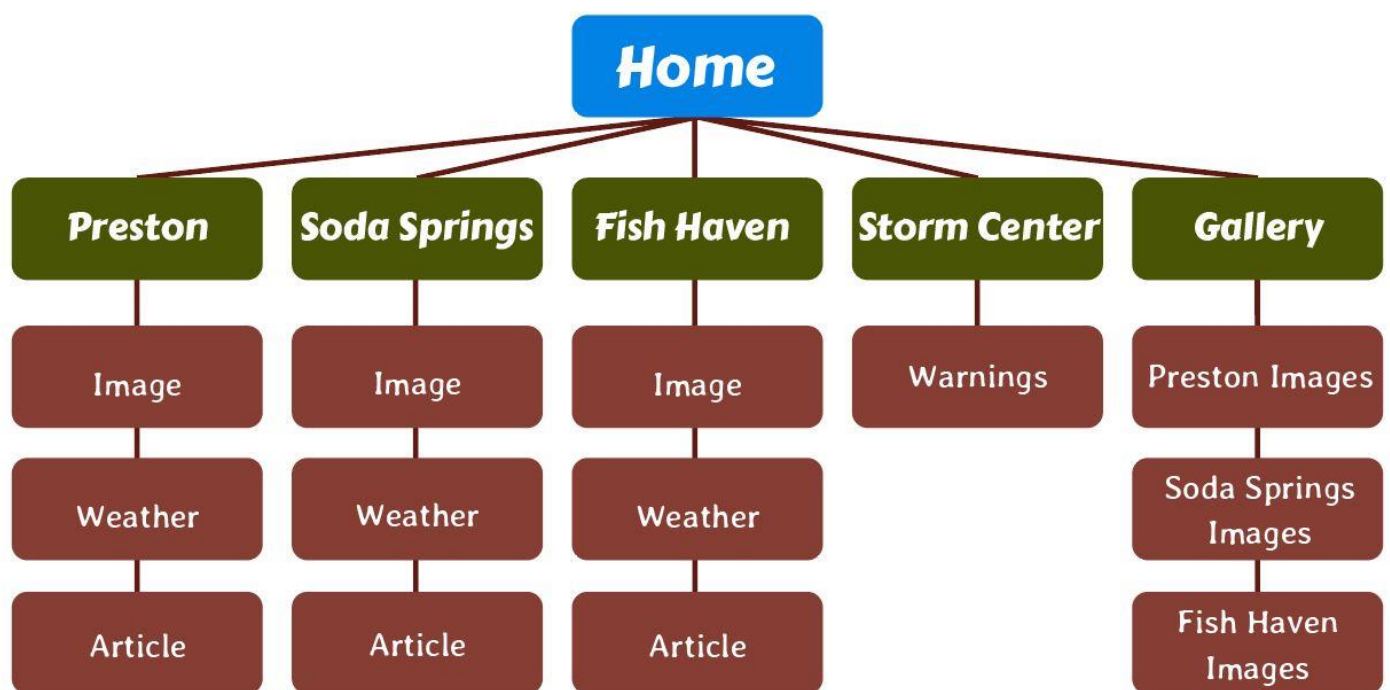
Want to take the family to see Geyser park in Soda Springs. When will it be sweater weather?

Weather predicts a temperature of 68 degrees on Friday with a decrease to low 60's by Saturday morning.

Would like to take the ATV trail in Fish Haven on Sunday, is it sunny?

Uses site to explore weather in Fish Haven, discovers it will be Sunny on Sunday, but has a high chance of rain all day Saturday.

Site Map



Color Scheme

This color Scheme may change depending on what picture I use as my main picture for the site. I used this combination based off the site freelancer.com because it fit into my desire for earthy colors with the sky. Even though the site is based on weather, the places chosen for weather reports have focused events that are outdoor including, hiking, camping, and fishing.

My primary color will be #0393e4

My secondary color will be #4a5405

Navigation will be #863e34

with current site being highlighted as #611914

<https://www.freelancer.com/community/articles/120-stunning-color-combinations-for-your-next-design>



Typography

<link href="https://fonts.googleapis.com/css?family=Carter+One|Stylish&display=swap" rel="stylesheet">

Headings will include font-family: **'Carter One'**, cursive, sans-serif;

All others will be font-family: 'stylish', Helvetica, sans-serif;