Snap Weather

Author: Rob Swank

Site Purpose

The purpose of the Snap Weather site is to provide accurate and up to date weather forecasting for those interested in weather-related information for the area.

Target Audience

The target audience for the Snap Weather site is for those interested as follows:

- ➢ Business owners
- ➢ Farmers & Ranchers
- ➢ Residences
- ➢ Travelers

Business owners use weather-based information for medium to long range predictions to help to drive their business interests. Weather-based advertising helps with real-time marketing like driving the when of outdoor events. As an exaggerated example, a store might not want to sell water rafting equipment during colder fall and winter weather, or sale ski equipment in the summertime, etc. Then you would not want an outside concert in the rain or fog. Following the weather gives companies a dynamic content for their purposes. A business would more likely follow weather from a computer at their offices.

Farmers and Ranchers are business owners also who would key particularly on short-range weather forecasts to judge when to control their stock, like pull them into safety when a storm is coming in, or provide extra water, and salt blocks, during extra hot stretches in the summer. They would also use it to watch for when is the best time to plant, fertilize and bring in their crops, etc. Farmers and Rancher could be a mix of using a computer at home, and a mobile browser while working.

Town residents would check the weather often, sometimes several times a day to plan their day. Their goal would be to understand ways to accomplish their daily tasks around weather-related activities. Most residential users will access weather via a home computer, laptop, and a mobile browser.

Travelers would want to contact the site to research weather forecasts, for the area they are going for their future trips. They would check out the normal

weather trends for the area, and would also be watching the weather while on their trip, to make sure of their trip back home also. They would be looking at weather trends for the area and the 10-day forecast before their trip, and continue to verify the weather while traveling. Initial access and research would be from a home or business computer, with a high probability of using a mobile device while traveling.

Site Map
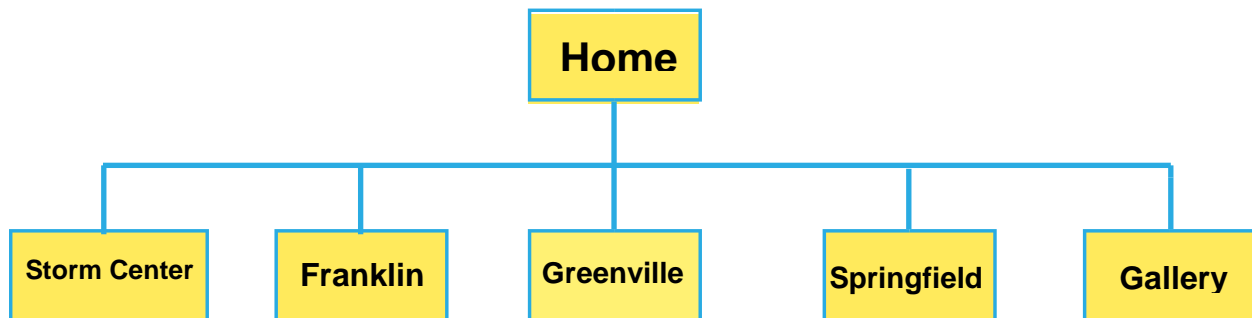
Color Scheme

The primary color will be blue. Blue brings forth peace, professionalism, loyalty, reliability, honor, and trust. The primary color will be used principally in the header and image background.

The Primary Color - #4F69FF - Shades

The following color swatches are based on the primary color and represent different color variations. These other colors will be used on the site where logic dictates.

Complementary:

Compound:

Monochromatic:

Triad:

Typography

The primary and font will be Open Sans with a secondary font of allerta

Primary: "Open Sans", NotoSeif, sans-slab;
Secondary: "allerta", Nunito, sans-serif;

Site Header	Open Sans	40px	#4F69FF	Sample
Heading 1	Open Sans	30px	#263BB2	Sample

Heading 2	Open Sans	25px	#263BB2	Sample
Heading 3	Open Sans	20px	#263BB2	Sample
Primary Navigation	Open Sans	30px	#67B22F	Sample
Footer Navigation	Open Sans	20px	#9CABFF	Sample
Paragraph	allerta	16px	#000000	Sample

Wire-Frame Sketches

Large Browser

Logo

Snap Weather
Your Weather Your Way - Life's a Snap

| HOME | *Storm enter* | *Franklin* | *Greenville* | *Springfield* | *Gallery* |

600 —

768 —

10 Day Forecast

Snap Weather | 26th of Never, Planctae | 321-666-5432

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0

900

1024
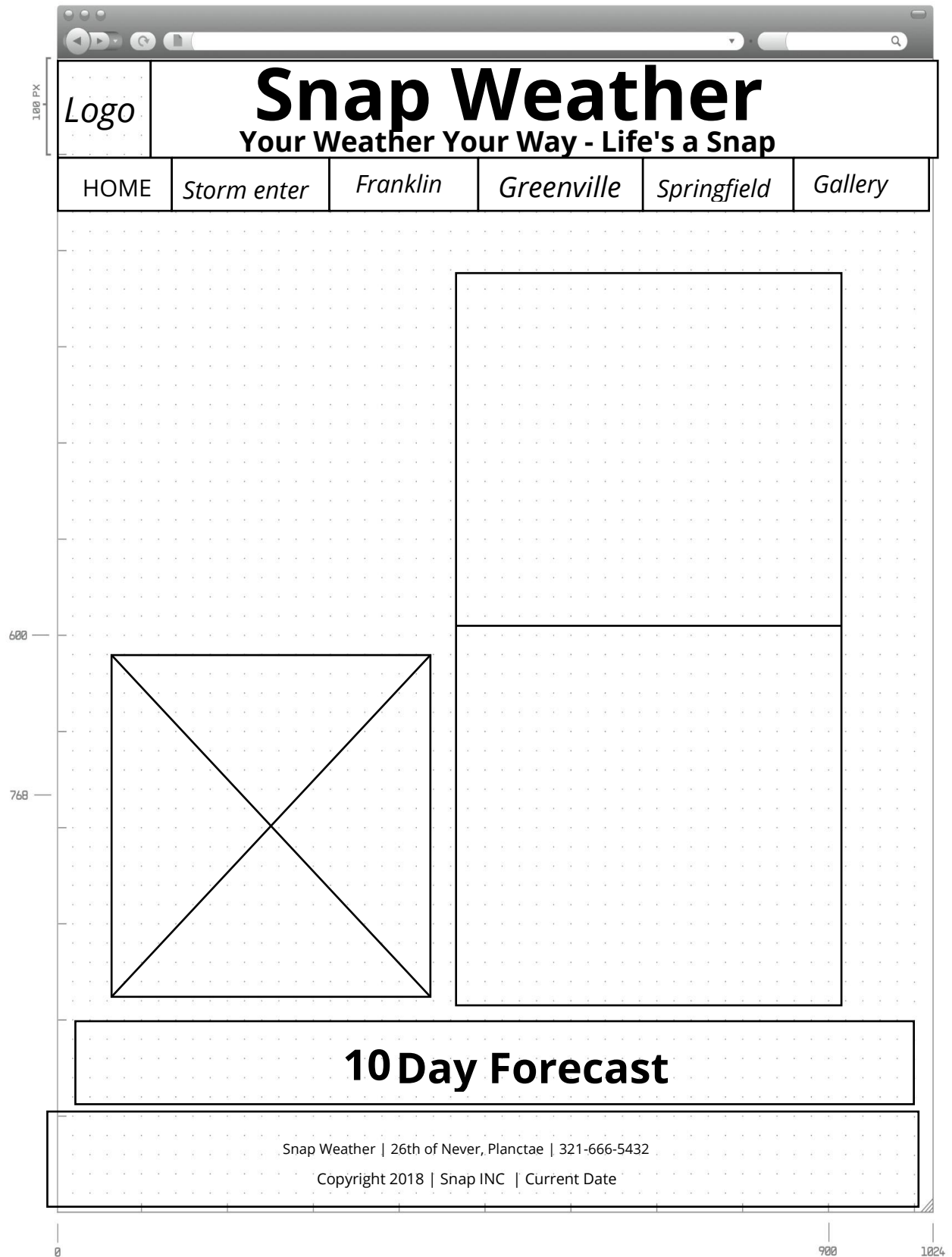
Medium Browser

Logo	**Snap Weather** **Your Weather Your Way - Life's a Snap**				
Home	*Storm Center*	*Franklin*	*Greenville*	*Springfield*	*Gallery*

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Small Browser

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