Thomas Placzek

Final Project website idea

***WEBISTE NAME:*** *Disturbancetracker.com*

***STRATEGY***

* I am creating this website to educate and to alert the public about severe weather, specifically rotating supercell thunderstorms that create mesocyclones and tornadoes.
* I am offering education and up to date alerts about the days chance of severe weather.
* I want people who visit the website to learn about severe weather and know where they are likely to encounter it on a day-to-day basis.
* People will come back to the website for the easy notifications about the days weather.

***GENERAL SITE DESCRIPTON***

* This will be an info-gathering/publication website about severe weather.
* It will have an interactive map of the severe weather, a video about tornadoes and what to do if you see one.
* The important message is to respect mother nature. Tornadoes are cool but there is no reason to risk your life to see one. Be smart, don’t storm chase a supercell thunderstorm by getting ahead of it specifically in the northeast direction because that is typically the path of tornadoes. Also, underpasses are not a safe place to go during a tornado.
* Competitors are the Weather Channel and Accuweather

***TARGET AUDIENCE***

* People who like weather and up to date news.
* They are of average tech savviness.
* I would assume that most of these people use both their mobile phones and their computer to get news.
* I would expect them to visit frequently and spend a few minutes looking at the days forecast before leaving.

***CONENT***

* I will be responsible for making original content.
* Most of the content (like weather maps) will be made on Adobe After Effects.
* Information will be updated daily.

***RESOURCES***

* Unfortunately, I don’t have a team so the only resource will be me.
* I don’t think the site will need a full content management system.
* I have not registered the domain name of the site, but I do know that it is available.

***GRAPHICS***

* I want this website to be somewhat colorful and show off the beauty of nature. I am planning on using light blue for the background.
* I am planning on making a unique logo that has a tornado on it.
* I like what the Weather Channel is doing with there site everything looks nice and is easy to use, but there are a lot of ads.
* The website USTornados.com has a lot of good information, but the overall look and functionality is clunky. I want to make something like this but make it look and feel cooler.