

Site Plan

Name: Western Weather Watchers

Domain: westernweatherwatchers.com

Note: Minimum of \$12 a year for domain.

Purpose

To provide live weather updates and forecasts focused on the greater Idaho area. Live weather widgets will be displayed over town information sections on each page as well as in the header by the navigation menu. The key element of the website is to provide up to date and extremely accurate information for residents on the Idaho area. Each section of the site is broken down over three major city areas, Preston, Soda Springs and Fish Haven. Residents in these greater areas will be able to find weather information in a quick and intuitive way along with a story correspondent to the weather conditions, with a picture included for aesthetics.

Target Audience/Scenarios

The target audience will have two primary groups, outdoor working-class individuals and business owners, and middle-class families and individuals seeking outdoor recreation. These demographics are predicted to be the top users of the site. Layout and functionality should be intuitive and built around these demographics with a simple base design and tone.

Two scenarios will be made with personas below,

Scenario 1

John Sabbath is a 38-year-old man with a young family of 3 kids. He and His wife decide it would be good for the family to go on a camping trip. While planning their trip, John decides to check the weather report for the week to make sure it wont rain. He goes to a local weather website that he trusts will be more accurate for the area then one that covers the nation as a whole. He searches “week long forecast” in Google and finds westernweatherwatchers.com and clicks the link. He sees that there is no rain in the forecast for his area and also spots a story about camping with a picture of a father teaching his kids how to fish. John remembers the site after having a great camping experience with no rain. He will be sure to check the site more often in the future.

Scenario 2

Joseph Freeman is a small business owner in his late 40’s. He is in charge of a landscaping company located near Fish Haven Idaho. He is planning a project that is estimated to last a week long and is

trying to provide an optimal time frame for his crew. He has found national weather reports to be too inaccurate and wants to try using a local weather tracker. He Googles “7 Day Forecast Fish Haven Idaho” and finds [westernweatherwatchers.com](#). He clicks the link and is brought to the Fish Haven forecast page. He finds that the next seven days will be mostly cloudy but with no rain. He takes a chance on the forecast and finds that he is able to complete the job on time with optimal weather conditions, predicted by [westernweatherwatchers.com](#). Joseph starts using the website as his primary weather forecaster and recommends it to others in his field.

Scenario 3

Lilly Coal, a single woman in her early 30’s, is out gardening when she notices the temperature drop really fast and sees clouds in the distance. Being a past user of [westernweatherwatchers.com](#), and knowing it reliable, she pulls out her phone and looks it up. She sees her local area has a large thunderstorm coming. She quickly gets all of her things together and heads inside before the storm hits.

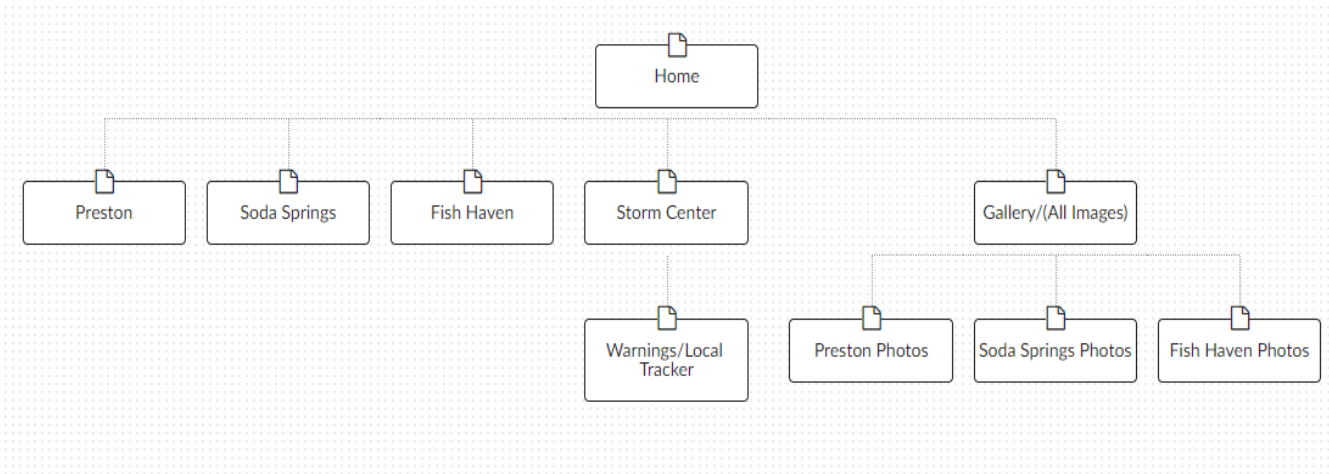
Scenario 4

Jenny Perakis, a single 20-year-old, is getting ready to go to work one morning and decides to check the weather to plan the rest of her day. She has used [westernweatherwatchers.com](#) before and feels it is the best for her area. She goes to the website and sees that today is unusually cold. She takes a look outside and sees it is true. She puts on slacks and a long sleeve shirt before heading to work at the bank.

Scenario 5

Jack Jackson, a 24-year-old married man, is trying to plan a project for his small crew in his start up lawncare company. He has several days’ worth of work to do, but has heard rumors of a bad storm coming in this week. A man he used to work for, Joseph Freeman, told him about [westernweatherwatchers.com](#) and how accurate they are. Jack decides to look up the website to see for himself. He finds that the storm will go a few miles north of the area he will be working in, nervous, Jack decides to take the shot and plan to get the work done so he doesn’t go past his deadline. The day of the storm comes and Jack and his crew can see it from each yard they worked in. They never got rained on however, Jack now tells all of his friends and associates about the amazing accuracy of [westernweatherwatchers.com](#)

Site Map



Color and Typography Chart

Site Header	Sans-serif	40px	# 941B0C	Sample
Primary Navigation	Sans-Serif	30px	#220901	Sample
Footer Navigation	Sans-Serif	20px	#941B0C	Sample
Heading 1	Sans-serif	30px	#BC3908	Sample
Heading 2	Sans-serif	25px	#BC3908	Sample
Heading 3	Sans-serif	20px	#BC3908	Sample
Paragraph	Hind Madurai	16px	#000000	Sample