

# Website Planning Document

Tessa Brown

## Site Name & Domain

The site name that I've chosen for my website is "Weather Weekly." The domain weatherweekly.net is available to purchase according to Google domains. It is \$12 a year for the domain.

## Site Purpose

This site will be used to display a weather forecast for the week. It will identify various temperatures throughout the day, as well as various conditions, such as sun, snow, rain, clouds, freezing rain, etc. It will also contain statistical information if someone is curious about what a certain time of the year looks like in one region, and it will notify users of impending drastic weather conditions, regardless of their region (i.e. hurricanes, polar vortexes, tsunamis, etc.)

## Target Audience and Scenarios

The target audience will be people who want to stay up to date on weather events, those who are planning for a trip, and individuals who want to know what the weather is today or for the rest of the week. There are not really age or income requirements for this site to be applicable. Anyone who can access a computer will be able to access the site and see the forecast.

## Personas

### Trisha Traveler

- Occupation: Travel Agent
- Age: 33
- Education: Associate's Degree
- Motivation: Wants to be able to provide customers information about the weather during upcoming trips. She wants to be able to cater to their desires by having a resource to check data about average temperatures. She also likes to send an email to her clients a week before they leave with travel tips for their location, as well as the upcoming forecast for their trip.

### Marty Minivan

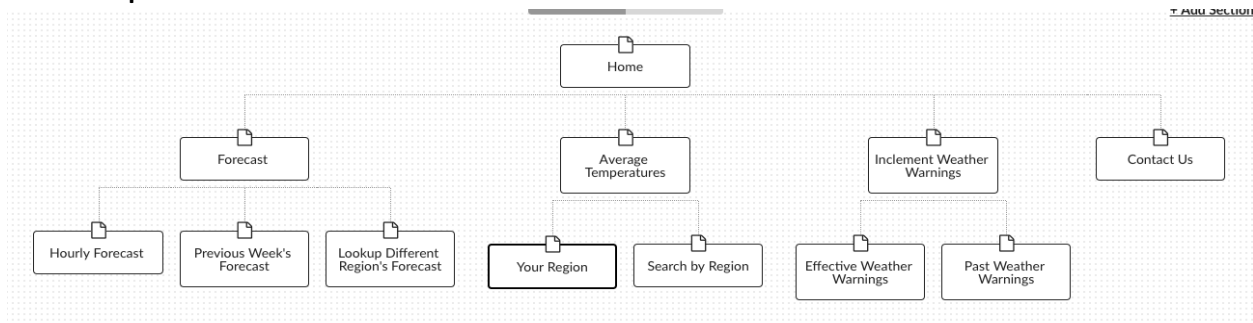
- Occupation: Stay at Home Dad to 3
- Age: 46
- Education: Bachelor's Degree

- Motivation: Marty needs to know how warm to dress his kids for soccer practice. He also needs to know if there is likely to be a traffic delay because of snow or rain and if he will need to allow himself more time to get where he's going.

## Scenarios

1. What will the weather be like tomorrow when I am supposed to go for a run?
2. What is the average temperature of Iceland in January?
3. Do I need to finish my outdoor project before this weekend because of rain?
4. What is the status of the impending hurricane off of the coast of Florida?
5. Will temperatures drop below freezing tonight?

## Sitemap



## Typography & Color Scheme

|                    |                  |       |                    |        |
|--------------------|------------------|-------|--------------------|--------|
| Site Header        | Avenir           | 40 px | #3C6E71            | Sample |
| Primary Navigation | Avenir           | 30 px | #BED8D4<br>#656565 | Sample |
| Footer Navigation  | Avenir           | 20 px | #BED8D4<br>#656565 | Sample |
| Heading 1 (H1)     | Avenir           | 30 px | #3C6E71            | Sample |
| Heading 2 (H2)     | Avenir           | 25 px | #3C6E71            | Sample |
| Heading 3 (H3)     | Avenir           | 20 px | #3C6E71            | Sample |
| Paragraph Text (p) | Bembo<br>Book MT | 16 px | #656565            | Sample |

