

The Wiseman Weather

(thewisemanweather.com)

Site Purpose

The main purpose of thewisemanweather.com is to provide accurate, up to date weather information on the Preston, Soda Springs and Fish Haven areas. There will be current weather stories with corresponding images and a gallery to view pictures of weather conditions in the area. Each town will have its own page with weather forecasts and information.

Target Audience

Who:

- Locals of the Preston, Soda Springs, and Fish Haven who want up to date information about the weather in their area.
- Families of Preston, Soda Springs, and Fish Haven locals who have concerns.
- Anyone planning a trip to these areas and wants to know ahead of time what to plan for.
- Residents scheduling outdoor events that may be affected by the weather.
- Concerned individuals who want to be alerted of severe weather in the area.

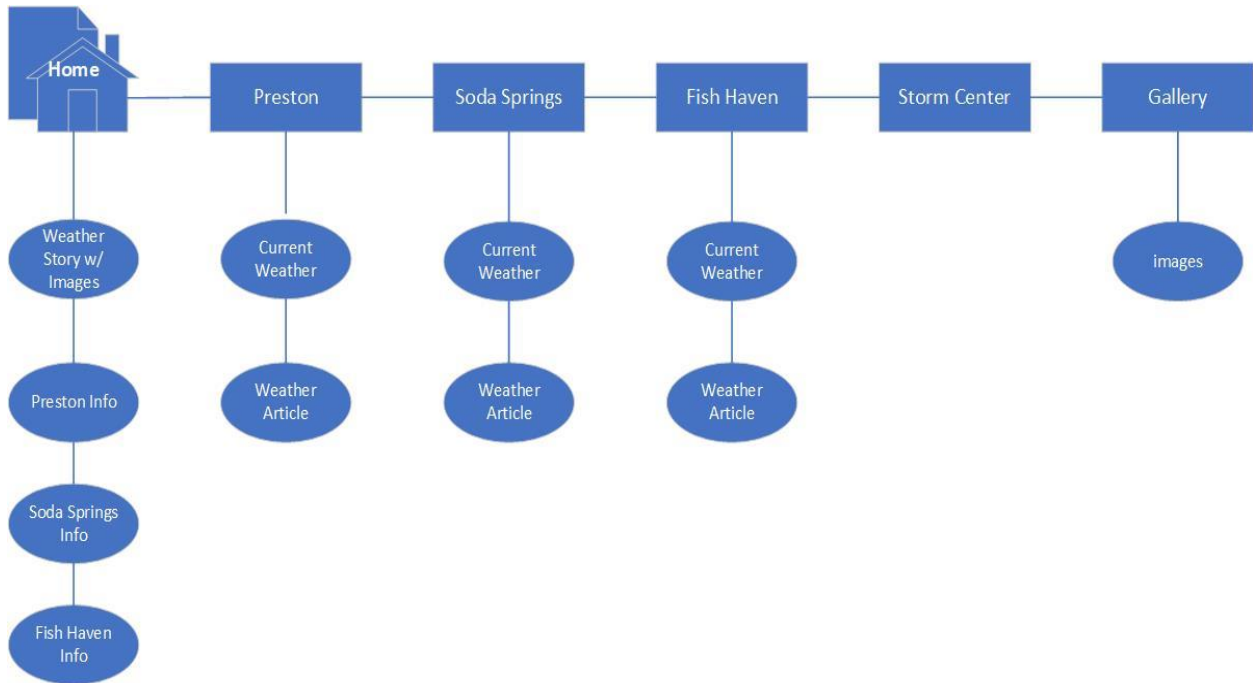
Age:

- Any age

Motivation:

- Improve awareness and preparedness for all weather conditions in the area and allow individuals to plan appropriately based on conditions.
- Provide a level of education on specific weather conditions and provide recommended safety precautions/ actions to take in the event of severe weather.

Site Map



Color Scheme

(Subject to Change)

Color	Role	Hex
Fresh	Primary/Background	#4ABDAC
Clean	Header	#DFDCE3
Vermillion	Headings	#E34234
Sunshine	Buttons/Links	#F7B733

Typography

Site Header	Times New Roman
Main Navigation	Helvetica
H1, H2	Helvetica
Footer	Helvetica
Paragraph Text	Helvetica