

## Site name Lyghtning Strykes

Domain is lyghtningstrykes.org and it is available at a cost of \$12 per year.

### Site Purpose

The site purpose is to create a weather site that is user friendly, up to the minute, and covers the greater Preston area. It will allow for local residents, as well as travelers and tourists to plan their day, look ahead to the coming days, and be prepared for what Mother Nature is preparing for them.

### The Target Audience

The target audience will include users of many ages and backgrounds. The following are 5 personas that will be targeted:

**The Local Resident.** The local residents will be able to access the site and use the information to be able to plan out their activities for the upcoming week. They will be able to make very informed decisions about any activity that may include the outdoors.

**The Over the Road Worker.** People who are in the business of delivering goods, public transportation, or any profession that uses the roadways for their industry will access the site to know what is currently happening, or what is going to happen with the weather. They can plan and make alternative arrangements if there is a threat of severe weather.

**The Student.** Many students rely on the best forecast to plan their activities. Accessing the site will allow them to plan for things like sports practice, outdoor gatherings, or travel conditions for remote activities.

**The Tourist.** With all of the outdoor beauty our region has, people travel through on their way to these pristine areas. With access to our information, they can also plan their activities and make their visit to the area safe and enjoyable.

**Just passing through.** Our area offers a through way to many destinations and other parts of the state. People will be able to know that when they are travelling to other regions, they can go with the knowledge they need to travel safely through.

### Site Map

The header contains a logo, site title, site motto, and current conditions in some views.

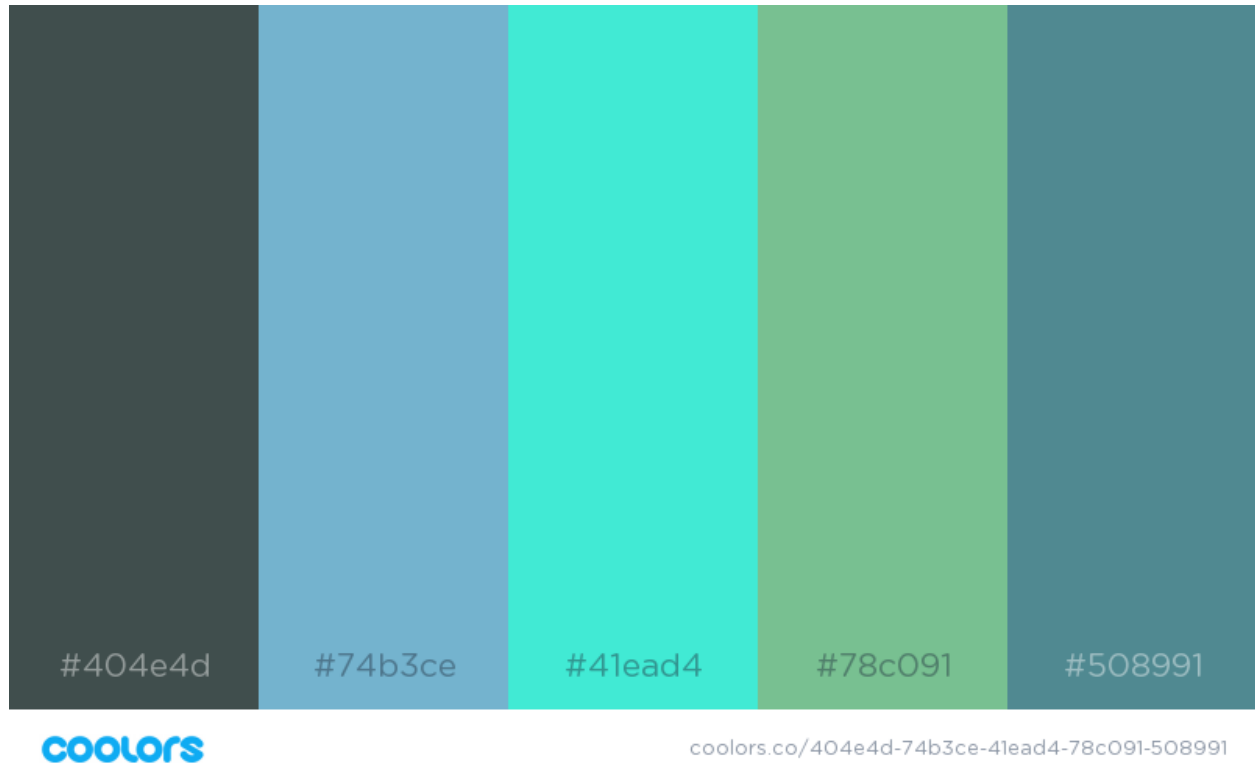
The navigation menu contains links to the main pages including Home, Preston, Soda Springs, Fish Haven, Storm Center, and Gallery.

The footer contains contact information and map in the upper section and copyright information, the author's name, a terms of use link, and the current date in the bottom row.

The home page contains a current weather story with corresponding image and information sections for all three towns.

The town weather pages contain weather conditions and other town information or relevant articles/content.

## Color Scheme



Theses will be the major colors, but certain Nav features might deviate a bit. These are subject to change as needed.

## Typography

The major fonts will be Merriweather and Roboto. The link for the HTML is <link href="https://fonts.googleapis.com/css?family=**Merriweather**|**Roboto**" rel="stylesheet">

And for CSS it is: font-family: 'Merriweather', serif;

font-family: 'Roboto', sans-serif;