

ForeverWeather.com

Site Plan

Site Description

The purpose of this planning document is to provide information and an outline for my weather site project. It will be used and turned to for guidance for the next seven weeks as the project is completed. It provides the basis of what will be given in the site.

Site Name

The website name will be “ForeverWeather.com” I checked on google domains and the name was available for only \$12 per year. It is a website showing the weather.

Purpose Statement

The purpose of ForeverWeather.com is to provide a prediction of the future weather for a specific area given by the user. It will likely present the weather for the nine days to come.

Target Audience

The target audience for ForeverWeather.com is anyone seeking to know the weather. To find out the weather ForeverWeather.com is the go to.

Who: Anyone seeking the weather

Age: Anyone who knows how to use the internet

Income: Any income that allows the user to have access to the internet

Motivation: Anyone seeking to know the weather

Personas

Beau Merrill



Occupation: Full time student at Brigham Young University Idaho

Demographics and Education: 23 years old. Working towards a bachelor's degree in business management

Goals and motivation for using the site: Searching and understanding the weather for the future days to come.

Social: Loves to associate with other outdoor enthusiasts doing activities such a mountain biking, hiking, or golfing.

Technology: Sticks to use of MacBook Air and iPhone 8+

Melynda King



Occupation: Homemaker and Wedding Designer

Demographics and Education: 50 years old. Associates degree in general studies.

Goals and motivation for using the site: Check the weather to see whether to plan her client's weddings indoor or outdoor.

Social: Loves to associate with the other women in her ward and doing creative activities with them. Also enjoys spending time with her grandson and husband.

Technology: Uses only her iPhone 7

Scenarios

What will the weather be like at the lake this weekend?

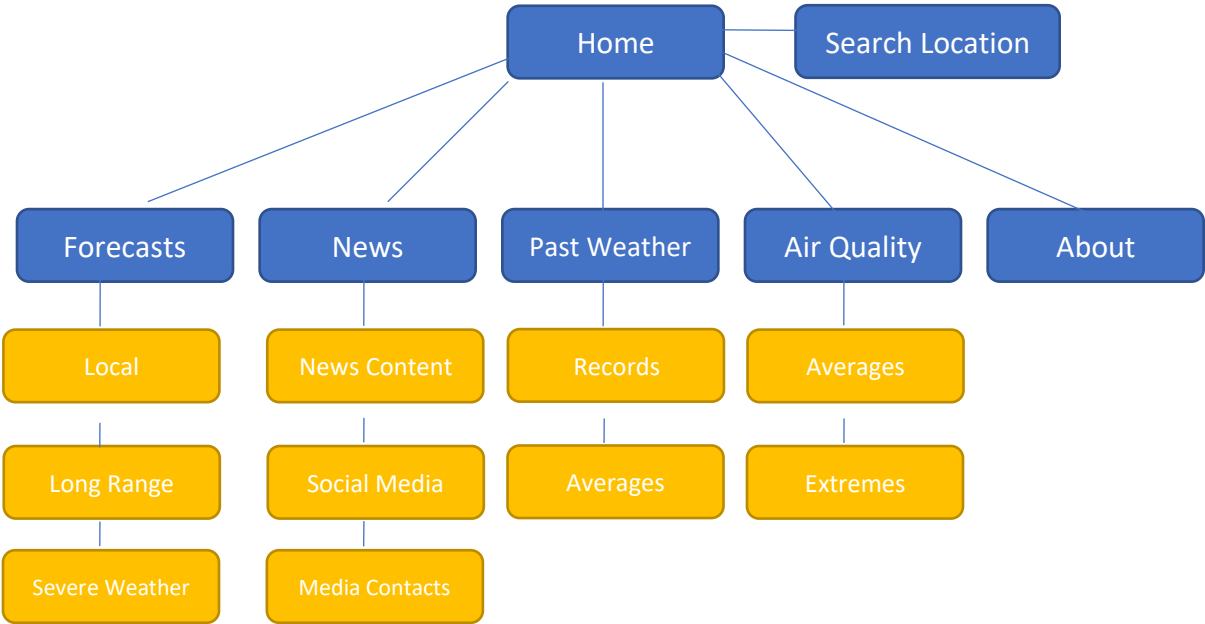
Is the weather in another city the same as here?

What is the weather going to be like tomorrow?

Do I need to pack my rain boots for our camping trip this weekend?

If I park outside tonight will I have to scrape ice off my windshield in the morning?

Site Map



Color Scheme & Typography

Site Header	Bernard MT Condensed	40px (30pt)	#41B3A3	Sample
Primary Navigation	Andale Mono	32px (24pt)	#e27d60	Sample
Footer Navigation	Andale Mono	20px (14.5pt)	#41b3a3	Sample
Heading 1	Calibri	29px (22pt)	#85dcb	Sample
Heading 2	Calibri	24px (18pt)	#e8a87c	Sample
Heading 3	Calibri	20px (14.5pt)	#c38d9e	Sample
Paragraph Text	Calibri	15px (11pt)	#edf5e1	Sample