

# Project Brief

## Project

True North Weather is seeking a fresh, informative, functional advertising website refresh/redesign. TrueNorthWeather.com is hosted on the site owner's ISP and will continue to be hosted there.

## Client Information

True North Weather is a meteorology and fire-weather consulting firm located in Edmonton, Alberta, Canada.

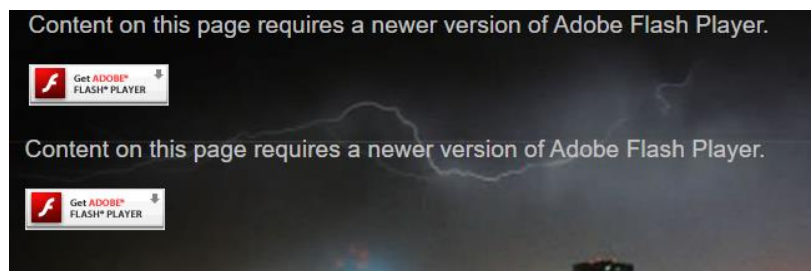
True North Weather Consulting Inc. provides expert meteorological services to a wide cross-section of businesses and government agencies, offering the following meteorological services:

1. Weather Forecasting: client-focused short, medium, and long-range forecasts; general seasonal projections.
2. Consultation: reports, meteorological/climatological analysis; expert consultation for litigation.
3. Training: development and delivery of specialized courses.

True North Weather Consulting offers services across Canada. True North Weather's meteorologists have vast experience across western regions including British Columbia, Alberta, Saskatchewan, and Manitoba. In addition, True North Weather's meteorologists are experts in high latitude meteorology and offer services across Canada's Arctic region including the Yukon, Northwest Territories, and Nunavut.

## Design Problems and Project Objectives

**Problem:** The current site utilizes outdated Adobe Flash Player, which means that their navigational menu is not visible. This makes navigating the site and locating information very difficult and results in an unattractive warning at the top of the site advising visitors to install Adobe Flash Player, as seen here:



**Solution:** The website needs to be updated with code that does not make use of outdated technology. The solution would be to work with the existing brand's assets to design and code a fully functional website.

**Problem:** While the current site is accessible on mobile and tablet, the overall design is not scaled appropriately for use on smaller devices. This makes the site very hard to read on mobile and tablet as the font size becomes very small on these devices.

**Solution:** Create CSS (Cascading Style Sheets) code that incorporates responsive design elements, providing for a more user friendly, unified user experience across multiple devices including desktop, tablet, and mobile devices.

## Target Audience

Canada's economy is extremely weather sensitive. The Canadian Meteorological and Oceanographic Society estimates that over \$100 billion of the Canadian economy is affected by weather across a wide range of sectors including agriculture, transportation, tourism, energy, manufacturing, and commodities trading . Meanwhile, the Bureau of Economic Analysis in the United States estimates that 1/3 of the US Gross Domestic Product is weather sensitive (or \$4 trillion per year in 2005) . These figures underscore the economic power that weather has.

True North's weather-sensitive clients have all come to the same realization – accurate and personalized weather services directly result in the efficient use of resources and the effective execution of any operational plan.

True North Weather Consulting clients include:

- The Government of the Northwest Territories
- British Columbia Ministry of Forests
- Shell Canada Inc
- The Weather Network
- Colt/KBR Engineering
- Parks Canada
- ConocoPhillips
- Fasken Martineau
- Environment Canada
- MGM Energy
- Parlee McInnes LLPs
- R+K Holt Farms Inc
- Field Atkinson Perraton Barristers and Solicitors

In short, True North Weather's customers are owners, CEOs, operations managers, and planners for Canada's government and private sector businesses and service providers across Canada's western regions including British Columbia, Alberta, Saskatchewan and Manitoba as well as high latitude geographical areas across Canada's Arctic region including the Yukon, Northwest Territories, and Nunavut.



## Project Scope

### **What will be included in the project?**

- Creation of site navigation:
  - Home
  - About us
  - Services
    - Arctic Meterology
    - Climate Analysys
    - Custom Weather Forecast
    - Forensic Meterology
    - Forest Fire Meterology
    - Training
  - Contact us
- Minor updates to verbiage, such as reference to 10+ years of operation, when in fact True North Weather has now been in operation for 22 years.
- Changes to site code to include updated HTML and CSS, including removal of code that relies on Flash Player.

### **What will NOT be included in the project?**

This site is an advertising website only (no e-commerce) and the owner is not in need of any new logo creation or rebranding. Items not included in the scope of the project are:

- An e-commerce system
- New brand assets such as images and logo
- Complete rewrite of verbiage used on site pages
- Creation of new site pages
- Change to color scheme, typography, or other design elements
- Web hosting services

### **What are the final deliverable(s)?**



- Home page html
- About us page html
- Services page html
  - Arctic Meteorology page html
  - Climate Analysis page html
  - Custom Weather Forecast page html
  - Forensic Meteorology page html
  - Forest Fire Meteorology page html
  - Training page html
- Contact us page html
- CSS that incorporates responsive design elements, providing for a unified user experience across multiple devices including desktop, tablet, and mobile.

## Milestones and Timeline

Milestone	Due Date
Project Brief and Mood Board	Mar 21, 2021
Preliminary Sketches (Low-fidelity wireframes)	Mar 28, 2021
Review and Revision of Sketches	Mar 28 – Apr 4, 2021
Approval of Sketches and Mood Board from site owner	Apr 4, 2021
Draft Design Process Documentation	Apr 11, 2021
Draft Design Process Review and Revisions	Apr 11 – Apr 18, 2021
Review of Design of all pages from site owner	Apr 18, 2021
Revisions of Design of all pages	Apr 21, 2021
Approval of Design of all pages from site owner	Apr 23, 2021
Project and Design Process Documentation Submission	Apr 23, 2021



## Metrics/Acceptance Criteria

The success of this project will be determined by the following metrics:

1. All pages outlined in the Final Deliverables of the Project Scope will be accessible across desktop, tablet, and mobile devices and will provide a user friendly, unified user experience across all devices.
2. The problems identified in the Design Problems and Project Objectives will be fixed.
3. The site owner will approve of the design, including preliminary sketches, as well as final published site pages.

## Equipment Needed

Since there will not be changes to the existing brand's assets, no special equipment such as cameras will be required. Equipment needed only includes a desktop featuring code editing software and web development tools. Autumn Belon will provide her own equipment for the completion of this project.

## Tone and Image

The tone of True North Weather is serious. This is a website used by leaders of corporations, businesses, and government agencies throughout Canada for accurate information regarding local and seasonal weather patterns. The image being portrayed is one of trust and reliability. The font family used (Arial, Helvetica, sans-serif) is appropriate for conveying this image and will remain the font family used throughout the site. The color scheme is appropriate for the intended tone and image and will also remain.

## Limitations/Obstacles

The former site design firm is no longer operational. As a result, no artifacts or code will be able to be retrieved.

