**Site Purpose:**

This site’s purpose is to inform the intended audience of the weather forecast for their city in a simplistic and effective manner.

**Audience:**

The target audience for this site are those who live within the cities listed on the weather site. As well as those who play sports outside, those who love fashion, those who are travelling, photographers, and many more who have a desire to know the current weather forecast within their city. The age range on this target audience can be any where from 17-70, as checking the weather is a common activity for those who do anything outside. This site should include a mobile friendly version since most of the audience most likely use their smart phone to quickly check the weather.

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| **Persona:** | Retired Art Teacher |
| **Photo:** |  |
| **Fictional name:** | Eugene Earhart |
| **Job title/ major responsibilities:** | Retired Art Teacher / Enjoys various daily activities,  Mostly outside. |
| **Demographics:** | * 71 years old * Married * Retired * Enjoying retired life |
| **Goals and tasks:** | Eugene is the average male retiree. He enjoys going on  morning walks with his sweetheart and stopping at new  café’s for breakfast during the week. During the day he  does various activities. Sometimes he finds a pretty  spot to paint or sketch, plays golf with some buddies,  or travels to new spots around the city. More of his daily  activities are:   * Painting scenery * Taking walks * Visiting family * Walking his dog |
| **Environment:** | Always is prepared for the day by checking the weather  to know if it is a good day to paint outside. He mingles  with several people throughout the day and explores  many new places around the city as well as outside of the  city. |
| **Quote:** | “Everyday is a good day to be happy.” |

**Sketches:**

**Peer Review:**