Website Planning Document

Site Name: Whether the Weather | whethertheweather.net

Site Purpose: to allow planning based on weather

Target Audience and Scenarios:

>Who: Younger Adults
>Age: 15 - 40
>Motivation: to plan ahead so weather doesn't get in the way / general weather & climate information about the area
>Scenarios:
>>Amy: age 20; planning wedding; looking at best day to get married based on weather history for each day
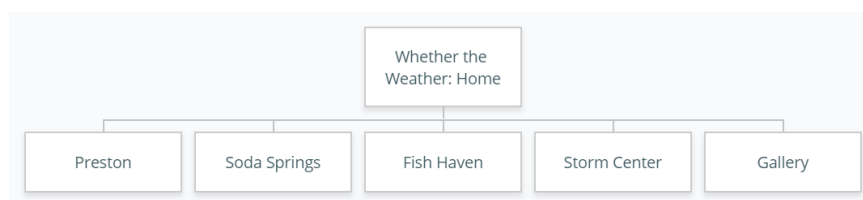>>Dan: age 35; looking to move; wants to know what common natural disasters in the area are
>>Mason: age 23; wants to plan a trip with friends a month out; would like to know weather history
>>Kristina: age 32; emergency planning with the family; wants to know what natural disasters are likely
>>Rachel: age 15; doing a project in school to track weather patterns

Site Map:

Color Scheme:

>Background: White / Navy
>Text: Navy
>Accents: Cream and Blush
>Navigation: Teal

#9FC6C1	#3F5A70	#FFF7E2	#FFFFFF	#FFE9E0
CAMBRIDGE BLUE	DEEP SPACE SPARKLE	COSMIC LATTE	WHITE	MISTY ROSE

Typography:

>Whole page in Noto Serif SC – Deep Space Sparkle
>Default sizes
>Title: Whether the Weather
>Subtitle: Know Ahead of Time