

Northwest Nowhere Weather

Site Name:

This site will be named NW2Weather.com shorthand for Northwest Nowhere Weather.

Site purpose:

Weathered Weather will provide weather-related news to the areas of Preston, Soda Springs, Fish Haven, and Storm Center.

Target audience:

NW2Weather will cater to the community of Northwest Nowhere. All ages and other demographics should be able to come to this website to find exactly what this site will provide: weather information for this area.

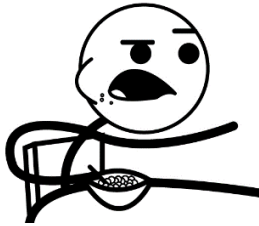
Personas:

Walter W. Winman



- **Occupation:** Student
- **Demographics and Education:** Male, 13 years old, 8th grade
- **Goals and motivation for using the site:** Check weather to see what to wear to school
- **Social:** Plays baseball in the NWNW rec league
- **Technology:** Parents won't let him have a phone yet. He uses a desktop at home.
- **Quote:** "The weather guy is always wrong about the rain."

Ned N. Nangles



- **Occupation:** Laborer
- **Demographics and Education:** 27 years old, works on a dock in Storm Center but lives in Fish Haven.
- **Goals and motivation for using the site:** Check on impending weather at work site, keep track of storms over weekends and check on family at home.
- **Social:** Spends most nights at home with his family and enjoys a weekly Dungeons and Dragons game at a coworker's home in Soda Springs.
- **Technology:** Primarily uses his phone to check the weather and read various articles.
- **Quote:** "I need to know when I need to leave from home in order to avoid driving in the rain."

Scenarios

1. When will this rain stop?
2. Will it be warm enough for a trip to the park this weekend?
3. What happened to that guy stuck in the flood?
4. Can I wear sandals today?
5. Is there a burn ban in effect?

Color Scheme and Typography

Element	Font Family	Font Size	Color	Sample
Site header	Bell MT	48px	#414141	Sample
Primary Navigation	Bell MT	16px	#565656	Sample
Footer Navigation	Bell MT	12px	#7b7b7b	Sample
h1	Bell MT	30px	#414141	Sample
h2	Bell MT	25px	#565656	Sample
h3	Bell MT	20px	#7b7b7b	Sample
p	Calibri	16px	#000	Sample