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.

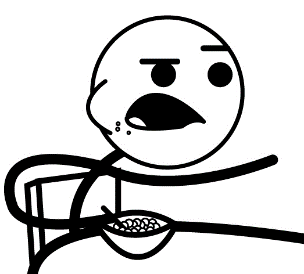
Personas:

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.”

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* **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**

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| --- | --- | --- | --- | --- |
| 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** |