The Weather Site
SouthernSkies.us Site Plan
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Site Name

The name of the site will be SouthernSkies.us. The domain is available and is $50 Brazilian Reais per year. It will contain weather information for three towns as well as a gallery and a "storm center".

Site Purpose

The purpose of this site is to give updates and information related to the weather in these towns. This site will include several features for your day to day life. An option to see the high and low temperatures, an hourly/daily/weekly forecast, an option to toggle between Celsius and Fahrenheit, a warning option in the event of a catastrophe, and a gallery area will be provided. For those who are going to travel, an activity guide for hot spots around the area will be there as well as the weather prediction for that area.

A signup box will allow the user to set the location for their weather preferences. They can also get alerts sent to their email or phones for multiple cities.

Target Audience w/ personas

- Age: any age between 14 and 100 years old.

- Income: any income is affected by the weather, so it would include construction workers, teachers, business people, and others.

- Education: can include young students who have to work on school projects and real-life examples of what an aspiring meteorologist can look forward to. Photography

enthusiasts will also have a connection to the beautiful and interesting pictures displaying Mother Nature.

- Family interest: an area for travel tips and weather predictions will draw in those who need the weather for an area they plan to visit.

- Accessibility: the younger generation will most likely access this site through mobile devices, while a more mature audience will stick to the computer/desktop view. A higher amount of traffic would be expected in the morning, at night while at home, or whenever a storm moves overhead.

Autumn Jones

- Occupation: Real Estate Agent

- Demographic and education: 46 years old. She has a high-school diploma and licenses in her state and 2 neighboring states.

- Reason for using the site: Prepare for the any potential drawbacks, mainly rain, while out showing houses and seeing properties.

- Social habits: She's married and is able to go out with her girlfriends at least once a month to relax after a difficult week. Her and her husband have a son and a daughter who are both in high school.

- Technology use: She's generally a light user of electronical devices, but has had to upgrade to a smart phone because of work requirements. So, she isn't an avid user and likes to stick with what she is comfortable with. For that reason, the full website makes things easier to see the whole picture.

- Quote: "I'm on a need-to-know basis when it comes to the weather. If I am out showing houses, I have to bring an umbrella and be a super-agent for my clients."
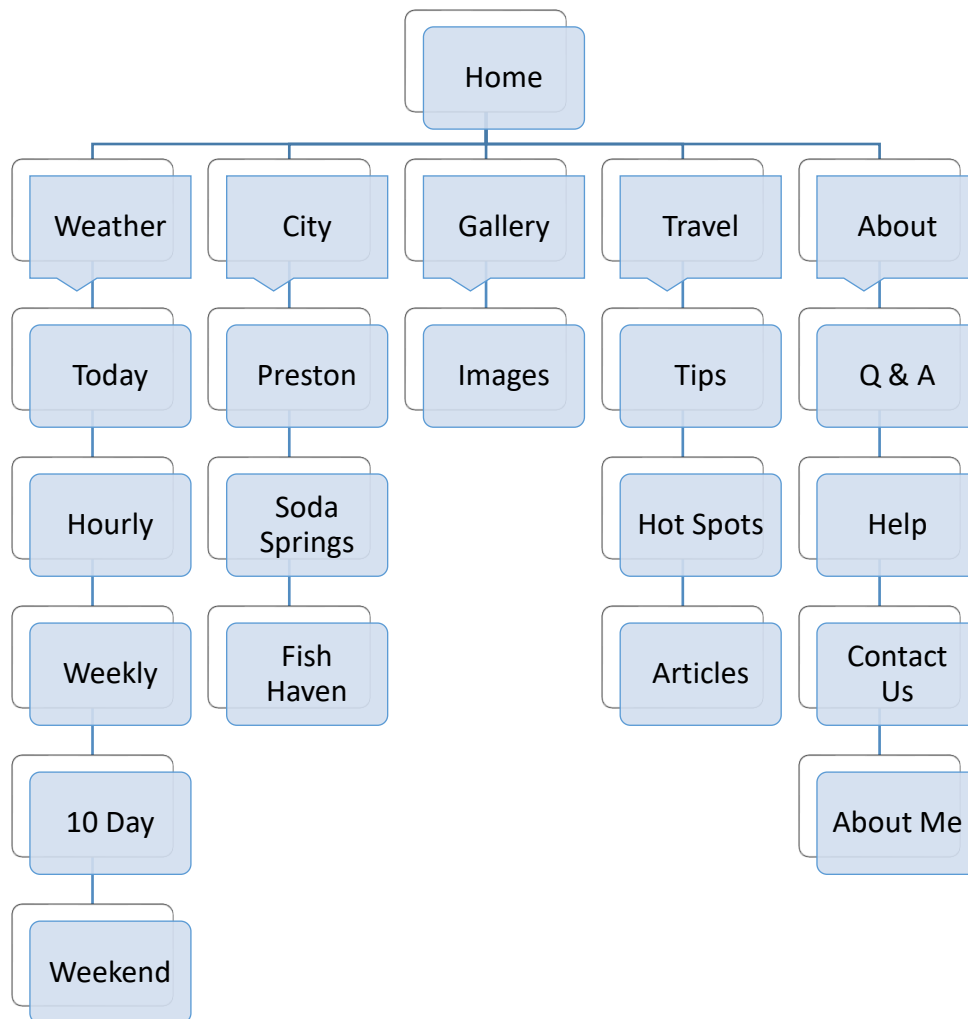
George A. Smith

- Occupation: Construction worker.

- Demographic and education: He's a 20-year-old with a high school diploma who also goes to school full-time.

- Reason for using the site: Changes in the weather don't really bother him, but he likes to know what he can expect for the day.

- Social habits: When he has time away from work and school, he likes to go out with friends to watch movies and to just hang out.

- Technology use: His cell phone is attached to his hand when not working or studying.

- Quote: "I love the smell of fresh rain, but I prefer to have it fall on someone else."

Scenarios

1. Why should I check the weather at SouthernSkies.us?

2. Can I view the temperature in both Fahrenheit and Celsius?

3. How accurate are the weather predictions?

4. Where can I find the weather for this weekend?

5. What are the chances of rain today? What's the humidity?

6. In the event of a natural danger, how will I be notified?

7. How can I contribute to the picture gallery?

8. How do I download a weather image from the gallery?

Site Map

     The navigational tab at the top will also serve like a site map dividing up the individual areas of the site and be located on each and every page.

Color Scheme w/ references

Primary Colors: #E19FF9   #132F3D   #1A3940   #F3AF32   #E3B378

Typography selections with references

Site Header	Font: Dekko Weight: 60px	Box #132F3D Text #E19FF9
Primary Navigation	Font: Montserrat	#E19FF9

	Weight	
Footnote Navigation	Font: Montserrat Weight: 14px	Box #132F3D Text #E19FF9
H1	Font: Dekko Weight: 46px	#E3B378
H2	Font: Dekko Weight: 36px	#E3B378
H3	Font: Dekko Weight: 26px	#E3B378
Paragraph text	Font: Montserrat Weight: 18px	#1A3940