Site Plan

Site Name

The site's name is "Idaho Weather Prediction" and its domain name is idahoweatherprediction.com.

Site Purpose

The main purpose of the idahoweatherprediction.com website is to inform users about weather predictions in the state of Idaho. It will include weekly updates of the weather's highs and lows and hourly predictions for each day so that users will know what to expect.

Target Audience

Who: People who live in the state of Idaho

Age: 14 years through 90 years

Income: $30,000 through $100,000

Gender: Male and female

Education: High School through higher education

Personas

Douglas L. Draper

Occupation: None

Source of income: Parents

Demographics and education: Resident of Soda Springs Idaho, current sophomore of local high school

Goals and motivation for the site: Updating himself on current and upcoming weather forecasts so he can plan his weekends with friends

Social: Reasonably social but only within his close group of friends

Interests: Likes technology and playing video games

Mindy S. Swenson

Occupation: CEO of startup company "Banana Babies"

Source of income: Herself from startup company

Demographics and education: Resident of Storm Center Idaho, Bachelor of Art in Child Development and MBA

Goals and motivation for the site: Checking on future weather conditions so she can schedule her business's conferences on days with good weather

Social: Very social, likes sharing news (such as weather forecasts) on social media for friends to see

Interests: Children, being in charge, and reading

Scenarios

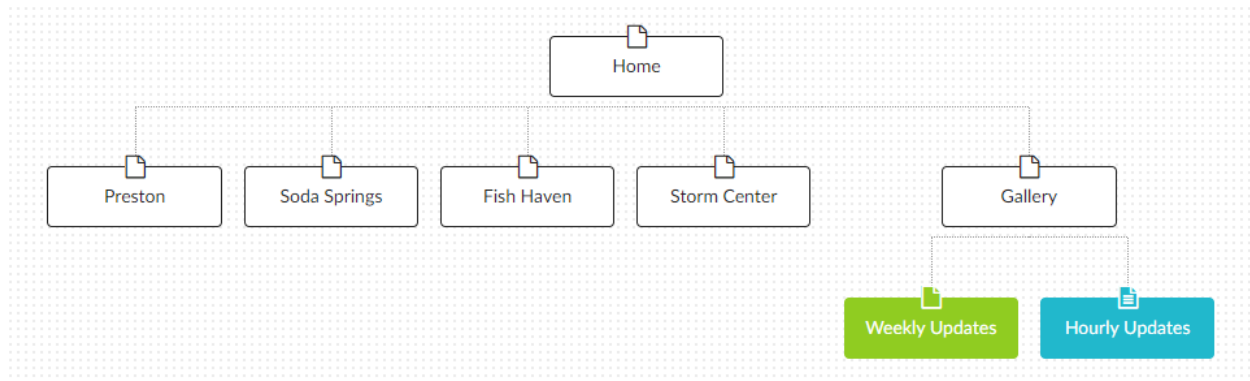Will this Saturday have sunny weather?

What will the weather be like on Groundhog's Day?

Can I see when the best time of day to go on a picnic tomorrow will be?

What will the wind chill be when I plan to host a conference at the community park?

How many times will it snow during my semester at college?

Sitemap

Color Scheme

Light green: #43f441, rgb(67, 244, 65)

Dark green: #1ca010, rgb(28, 160, 16)

Blue: #41d3f4, rgb(65, 211, 244)

White: #fff, rgb(255, 255, 255)

Black: #000, rgb(0, 0, 0)

Typography

Title: Ubuntu (black)

Headers: Ubuntu (light green)

Main text, and footer: Ubuntu, sans-serif (black)

Blue and light green will be used for background designs. White will be used as whitespace.