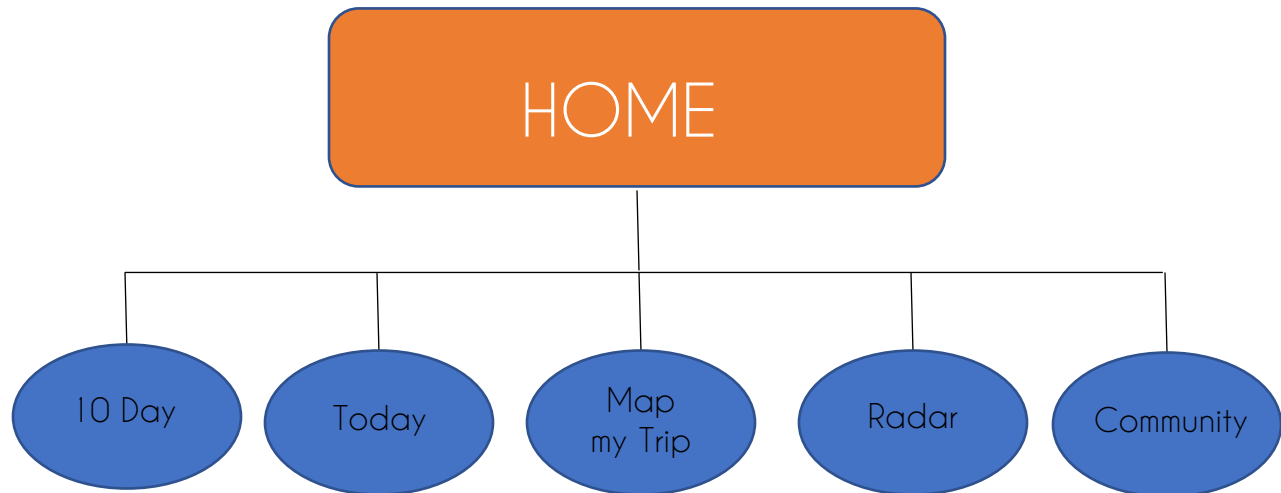


## **Site Plan – Cassie Wylie**

1. Name: The Rain Chaser (Domain name: rainchaser.ninja Price: \$19/yr)
2. Site Purpose: Provide weather updates for those who will venture outside.
3. Target Audiences:
  - Who: Anyone involved in the community, plans to be outside, pays a gas or electric bill (for an AC or Heater), drives, or anyone who has loved ones who do any of these things.
  - Age: 13 – 105
  - Personas:
    - *Jessie Shredder*
      - Occupation/Education/Demographics: 24 years old. Full-time student at BYU, avid adrenaline junky, fixes and builds sports equipment i.e. snowboards, skateboards, rock climbing harnesses, Oldest of 5 children.
      - Goals and motivation for using the site: Map out the weather to be able to plan his outdoor excursions.
      - Social: Very active, outdoors often, visits home to Colorado.
      - Technology: Uses all the new devices and coordinating accessories, mainly iPhone and his Macbook Pro for homework. Uses Microsoft office software and Google Chrome.
    - *Erma Gersh*
      - Occupation/Education/Demographics: 68 years old. Retired. Former school teacher. Lives with her husband of 49 years, has 6 children and 12 grandchildren all over the US. Snowbird-Utah Resident in the Summer, Arizona Resident in the Winter. Has asthma, oxygen tank,
      - Goals and Motivation for using the site: planning errands around town around the weather changes, planning outings with grandkids, mapping out her moves from Utah to Arizona and vice versa.
      - Social: Mildly active, mainly indoors, visits friends daily
      - Technology: Uses a desktop computer for internet. Has a Samsung smartphone, but mainly uses it for facetime and phone calls.
    - Scenarios:
      1. I want to make sure the snow will be good for skiing. How much will there be?
      2. My wedding is (this date) and I want it to be outside. What will the temperatures be like so know whether or not I need heaters or fans/misters for my guests.
      3. The pool opens next week. Will it be warm enough to actually go swimming?

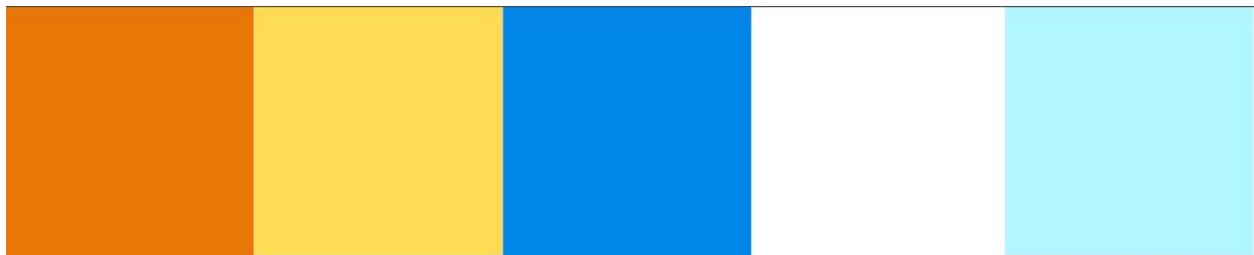
4. I'm traveling through this area and there is a storm warning.  
Whats the storms course so I can maybe go around?
5. How much of my community has the flu?

4. Sitemap:



5. Color scheme referencing elements and content:

- Header/Footer: Orange #e87708
- Headings: White #ffffff
- Paragraph text: Yellow #ffdcs4
- Navigation bar / link background color: Blue #0086e8
- Link hovers: Light Blue #b2f6ff
- Link text: Orange #e87708



6. Typography selections referencing elements and content:

- Paragraph text: Neue Hass Grotesk Display Pro, Arial, Sans Serif
- Headings: Neue Hass Grotesk Display Pro 75 BOLD, Arial Black, Sans Serif bold