

Gem State Weather

www.gemstateweather.com

Site Plan

Site Purpose

To provide real time weather conditions and current weather-related news and articles for the following three cities in Idaho (the Gem State): Preston, Soda Springs, and Fish Haven.

The site will also include a Storm Center and Gallery.

Target Audience

- *Who:* Residents of the three towns.
- *Ages:* 14 – 100
- *Why:* To be prepared for weather conditions while planning daily activities.

Personas:

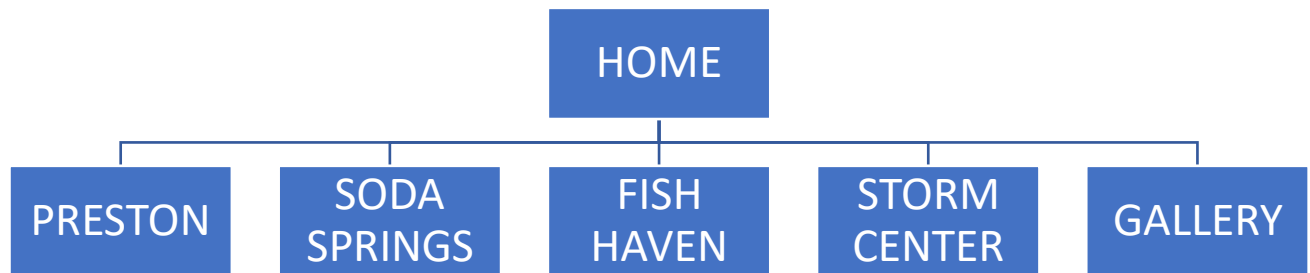
Samantha Christensen

- *Occupation:* Stay-at-home mother of 5 children ages 10 and under.
- *Demographics and education:* 31 years old. Bachelor's degree in accounting.
- *Goals for using the site:* Planning for her children's weather-related needs like method of travel to attend school and appropriate clothing, and after school activities. Planning for family activities. Planning for church events and activities. Uses phone to check the site.

Kris Brady

- *Occupation:* Quality Analyst Supervisor for Procurement Department
- *Demographics and education:* 44 years old. Married with 3 young children ages 6 and under. Bachelor's degree in economics.
- *Goals for using the site:* Planning for travel to and from work. Planning for family travel to weekend events. Planning for church events and activities. Staying up to date on latest news. Planning for outdoor activities he enjoys like running and biking. Mainly uses phone, but also uses laptop to check site.

Site Map



Color Scheme and Typography:

Warm color family of yellows and oranges, with contrasting shades of purple.

Main Headers Font: Abril FatFace

`<link href="https://fonts.googleapis.com/css?family=Abril+Fatface" rel="stylesheet">`

Menus and Paragraph Contents Font: Raleway

`<link href="https://fonts.googleapis.com/css?family=Raleway" rel="stylesheet">`

Headings and Footer Font: Lato

`<link href="https://fonts.googleapis.com/css?family=Lato" rel="stylesheet">`