

THE ELEMENTS

Be prepared for your adventure.

- My domain name is called theelement.info which is \$12.00 a year. I chose The Elements because it has to do with different atmospheric conditions. I wanted to make a weather site that was geared to knowing which elements you were going to endure if you were going to go outside, therefore I
- My site purpose is to tell you the weather, so that a person is prepared for their adventure whether its inside or outside. The purpose of the site is Be prepared for your adventure.

TARGET AUDIENCE



AUDIENCE ONE

MALE, AGE 20-30

SINGLE

ENTREPRENEUR 45-60K

SENARIOS:

“DID IT RAIN SO THAT THE TRAIL MUDDY?”

“HOW IS THE WIND FOR SURFING TODAY?”

“HOW HARD IS IT GOING TO RAIN TODAY ON THE TRAIL?”

“IS THERE SNOW ON THE MOUNTAIN YET?”

“ WHERE CAN I FIND A PICTURE OF THE COAST?”



AUDIENCE TWO

WOMAN, AGE 24-35

MARRIED WITH KIDS

STAY AT HOME MOM

SCENARIOS

“HOW BUNDLED UP DO WE NEED TO BE TODAY?”

“DO WE NEED TO BRING UMBRELLAS?”

“SHOULD WE JUST STAY INSIDE TODAY?”

“DO I NEED TO PUT SUNSCREEN ON MY BABIES?”

“IS IT SAFE TO DRIVE? HOW ICY ARE THE ROADS?”

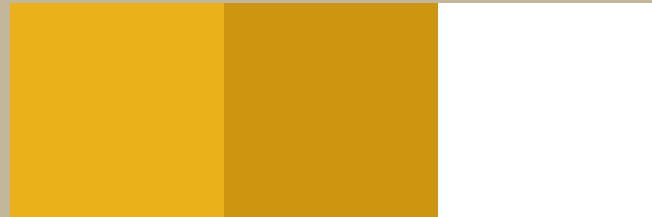
COLORS



#0d1f21

#143441

#c4b69a



#ebb11a

#cc9612

#ffffff

There were two ideas for colors I know I wanted, number one, two contrasting colors, and number two, the color blue. I thought this color theme was perfect for my idea. It goes well with the weather style because there is blue for everything blue that has to do with the weather and then the bright yellow for the sun. I like having different shades of the colors to just offset them when there are headings and lists.

The Blue colors are for the smaller text except for titles and headlines will be yellow. I thought this would be good because a lot of yellow would be hard to read, but on large scales against the blue it will be fine.

TYPOGRAPHY

ANTON-WILL BE MY HEADINGS

Thasadith-For sub headings and other misc elements.

Quattrocento-For smaller Texts and paragraphs.

SITE MAP

