

SITE NAME

Gem State Weather

Site Motto

“Keeping you up to date in the beautiful gem state!”

Website URL

www.gemstateweather.com

(Available at Google Domains for \$12/annually)

Site Purpose

The purpose of this website is to keep viewers up to date with important information regarding weather related topics for Preston, Soda Springs, and Fish Haven. The website will be easy to use and guide the user around the website easily while obtaining the information they are looking for. This website will also help the viewer understand the beautiful surroundings that Idaho has to offer. We will help the viewer fall in love with Idaho by providing a gallery of local images that are sure to impress. Many of our viewers will be locals or tourists that need to be up to date on the weather as they plan their next adventure out into nature. Our website will help them plan those details and know what to expect, and they will also be able to read about weather stories that might be interesting to them. This website will help our audience know how to prepare for the trips with their gear, clothing, and maps.

Target Audience & Scenarios

The target audience for Gem State Weather is geared toward outdoor enthusiasts that love to be outdoors. Our target audience loves nature and enjoy taking care of the earth. Our target audience is mostly male, but women are also part of our target audience. While some of our audience are out of state tourists, the majority of our audience is in-state. Our target audience ranges in age from 24-70, high school educated and some college educated, and making \$49,000+ annually. The majority of our audience will access the website from their mobile phone, but a smaller percentage will use a desktop computer to view the website.

Scenarios

- What is the weather in Preston, Idaho?

- What wildlife can I see in Fish Haven?
- What do I need to wear for my fishing trip in Soda Springs?
- I need to print a map before my trip to Preston.
- Is Soda Springs snowy in October?

Kenneth Kuttler

Age: 62

Gender: Male

Education: Completed college

Income: \$128,000

Hobbies: Fishing, hiking, camping, exploring new areas, being outdoors

Kenneth Kuttler is retired and uses his spare time to explore the outdoors. Being an outdoor enthusiast will bring him to Gem State Weather to learn about the weather and what to expect as he plans his next outdoor experience. Kenneth is a responsible outdoorsman who likes to plan his adventures on his home computer before departing on his trips. He likes to find out what the local weather will be, print maps, and know what kind of wildlife he can expect to see on his trip.

Ryan Davies

Age: 27

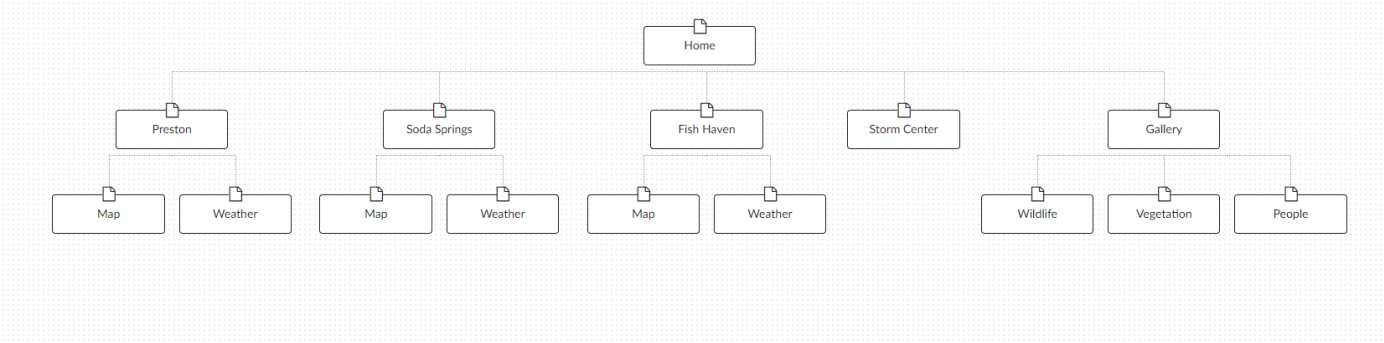
Education: Completed high school

Income: \$83,000

Hobbies: Rock climbing, bridge jumping, zip lining, downhill skiing

Ryan Davies is an adrenaline junkie who is always looking for the next fun place to explore. He loves nature and gets a high just from being outside. Ryan would use his mobile phone to check out our website while he is on the drive to his next adventure. He likes to know if he will need to grab some warm clothes out of his trunk or just wear what he already has on. Ryan likes to read stories about those that have been to the places he is wanting to go. These stories help him understand the culture and what to expect to see and do when he gets there.

Site Map



Color Scheme/Typography

Element	Font	Size	Font Color	Background Color	Sample
Primary Header	Slabo	40px	# ffffff	# 7d593e	Sample
Primary Navigation	Montserrat	30px	# ffffff	# 40302c	Sample
Footer Navigation	Montserrat	18px	# ffffff	# 7d593e	Sample
Heading 1	Slabo	30px	# 5b382a	# ffffff	Sample
Heading 2	Slabo	25px	# 5b382a	# ffffff	Sample
Heading 3	Slabo	20px	# 5b382a	# ffffff	Sample
Body	Montserrat	16px	# 000000	# ffffff	Sample