

WEBSITE PLAN FOR

WEATHER ELEMENTS

www.weather-elements.com

TARGET AUDIENCE

This weather site, Weather Elements, is to display the weather for three towns and anything else related to those town's weather that is beneficial to the client (*class instructor*). This will act as a one stop location to find out anything that the weather will affect (*traffic, commute, activities*).

SITE PURPOSE

Weather Elements target audience will be adult male and females between the ages of 21 and 50. My audience is busy and needs easy to read the main information (*the current weather*) quickly as well as the sub information (*weather for the week and traffic*) when they have time to browse longer than a few seconds.

Audience will come to the site at least once everyday, if not more frequently. The visitor would first access the website in the morning as they are deciding what to wear to work or help their kids know what to wear to school. They may access the website again before they leave for work to check to see if the weather is affecting traffic to work or school. They may access the site on a lunch break (*mobile is important*) to check out the weather for week for their son's or daughter's soccer games. A visitor may check the website to see if there is a better day to run errands or do yard work due to the weather. The visitor may have weekend plans, sports for themselves, their kids (*basically things that will be done outside*) that the weather affects.

My audience has an income of \$50,000 and above.

Most of my audience has at least a high school education. They understand that they have to account for their environment in decision making.

My audience can be married or single but all they leave the house during the day to either work, go school, go to a hobby or get a family member to one of those three towns.

PERSONA #1



Ashley Brimhall

Occupation: Speech Therapist and busy mom

Demographics: 42 with a Masters degree in Speech

Goals and Motivation for using site: Quick place to find the current weather and how it will affect her busy day as a parent and as a worker.

Social: Very busy and connected to people both old and young. Is always in her car for work or driving kids to activities.

Technology: iphone, iPad and apple computer. All technology connected to each other. Wants it work seamlessly.

Quote: “Before becoming a mother I had a hundred theories on how to bring up children. Now I have seven children and only one theory: love them, especially when they least deserve to be loved.” ~ *Kate Samperi*



Scott Foster

Occupation: Attorney and father

Demographics: 30 years with a law degree from a top school

Goals and motivation for using the site: Like to make sure he is dressed correctly for the day. He has work and then heads to his daughter’s outdoor soccer game. He wants to know if he needs to change from work clothes because of rain or just bring a jacket because of wind. He wants to see if weather will affect his commute to work.

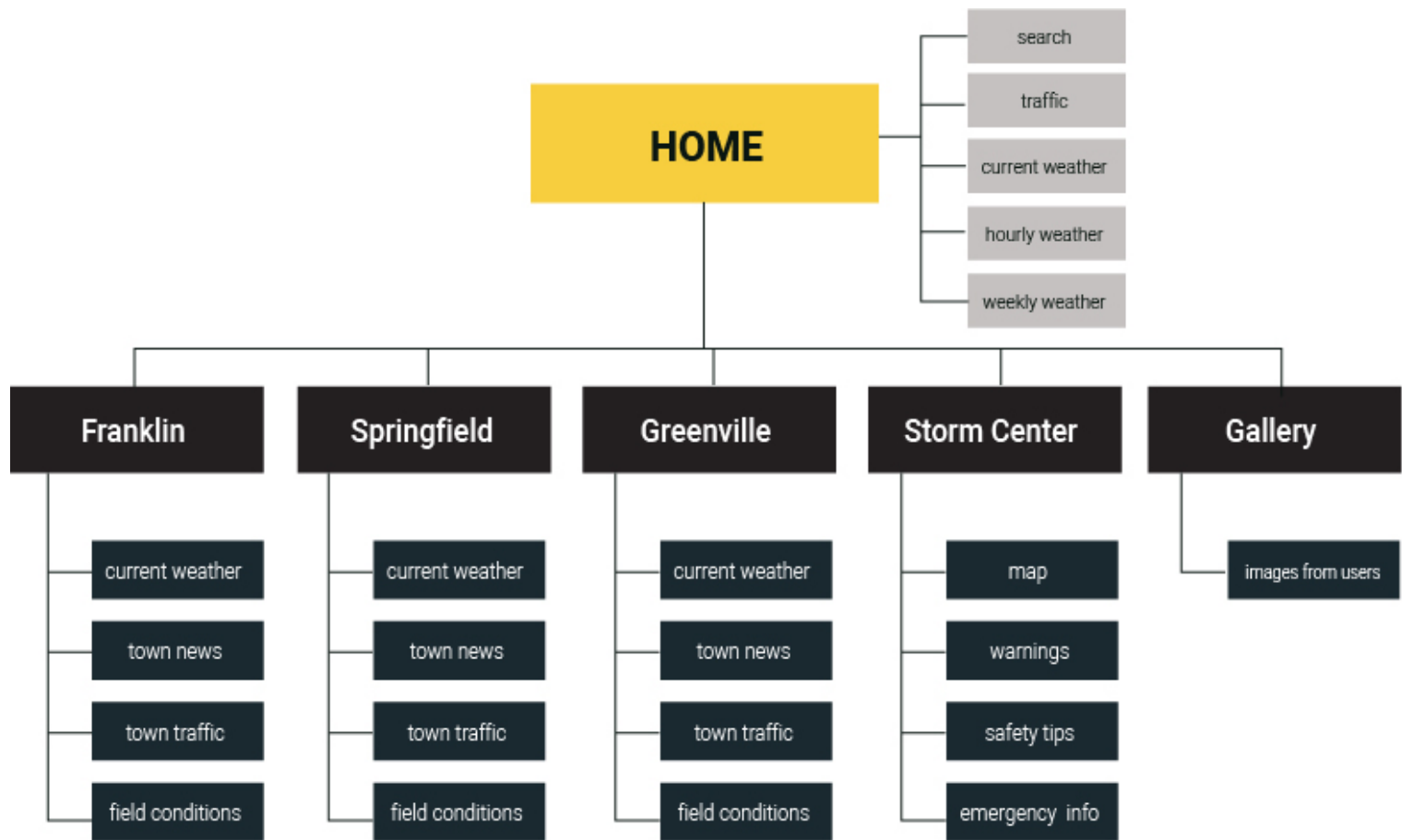
Social: Connected to work colleagues and fellow parents of his kids friends/teammates. Like chatting after a game and does not want weather to get in the way.

Technology: iphone and computer. No patience for a website that does not load on either device

Quote: “I am an emotional person, and soccer is sheer emotion. For me, it is the best way to unwind.” *Martin Winterkorn*

PERSONA #2

SITE PLAN



COLOR SCHEME

#0A1612
DARK COOL GRAY

#C5C1C0
LIGHT COOL GRAY

#1A2930
NAVY

#F7CE3E
MARIGOLD YELLOW

TYPOGRAPHY

Headings and subheadings

Heebo, Sans serif (google Fonts)

Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
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Secondary font

Fjalla One-Sans serif (google-fonts)

Abcdefghijklmnopqrstuvwxyz

Body copy

Merriweather- Serif (google-fonts)

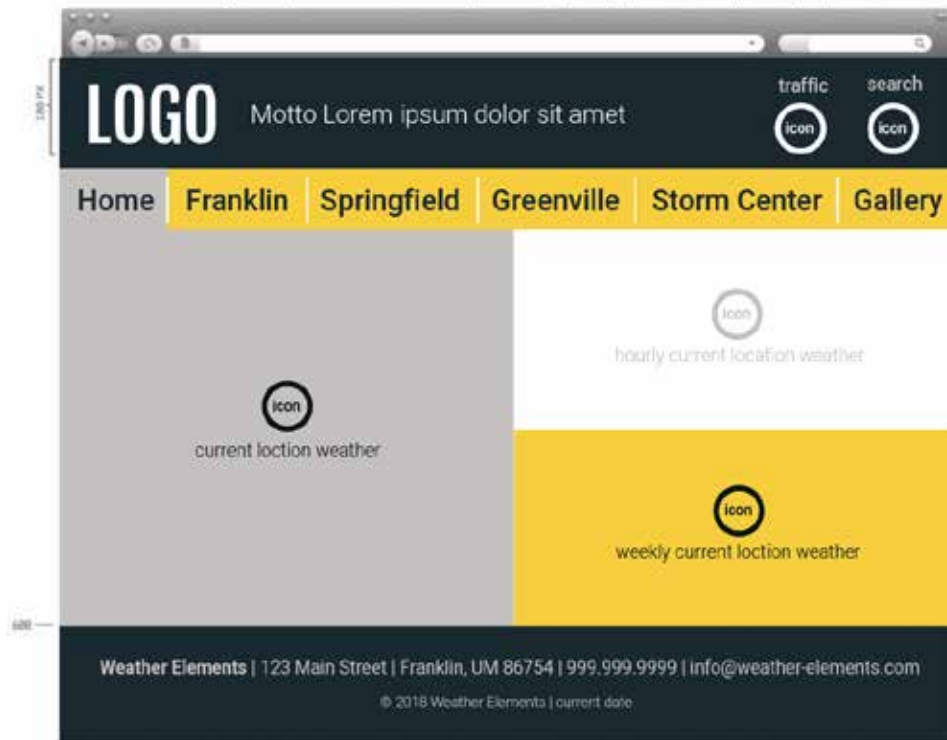
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BROWSER WIREFRAME

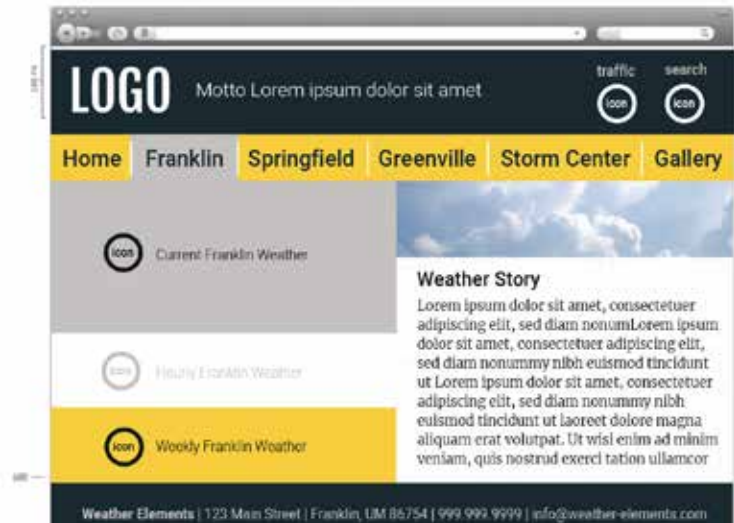
HOMEPAGE

Browser Window (1024 pixels wide x 1200 pixels tall) For typical desktop or laptop browsers



FRANKLIN

Browser Window (1024 pixels wide x 1200 pixels tall) For typical desktop or laptop browsers



HOMEPAGE



TABLET WIREFRAME

HOMEPAGE



FRANKLIN

