

TetonWeather.com

Site Purpose

The purpose of this document is to describe the TetonWeather.com website, its purpose and intended audience, and describe the basic layout and color schemes of the website.

Site Name

This site is going to be called TetonWeather.com. The website will be a designed to provide current weather conditions to those living in and around the Teton Valley of Idaho.

Purpose Statement

The main purpose of the TetonWeather.com website will be to inform users of the current weather conditions as well as short-term weather forecasts for their respective locations. Due to the large amount of weather information available, this website will be tailored to a geographical target audience in order to be able to provide more relevant information for those specific locations.

Target Audience

The target audience for TetonWeather.com is described below:

-Who: Katherine Campbell and others that live near BYU-Idaho

Persona 1: Suzy Lee is a 19 year old female student at BYU-Idaho and she wants to know what weather to expect each day before she leaves her dorm so that she knows if she can wear her Ugg's to class or if she will need real snow shoes.

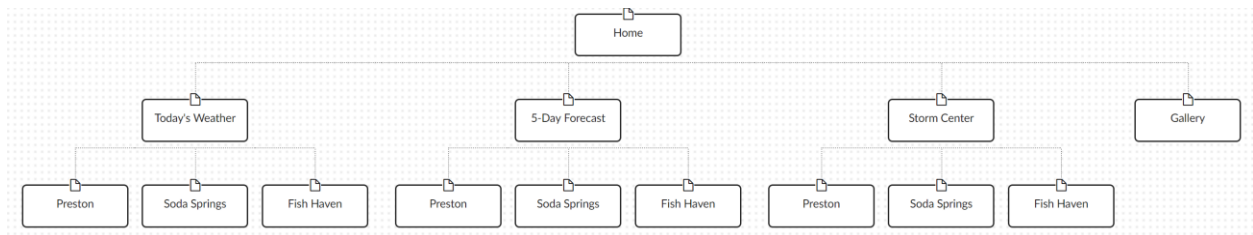
Persona 2: John Smith is planning a weekend trip with his roommates to go snowmobiling in the mountains. John needs to know what the snow conditions before he leaves so that he knows it if is safe to go snowmobiling or not.

Persona 3: Laura Jane is 24 and has 2 young children. Laura needs to check the weather every morning so that she knows if the road conditions will be safe for her to drive to Walmart. She loves her kids very much but she is afraid to drive her two wheel drive car across town when the roads are really bad. She will go to the website to see if there are any road condition warnings.

Persona 4: Keith Manning has family that is planning to come and visit him this semester. They are from California and so they are not used to the cold weather at BYU-I and want to plan a trip during a week where they have the best chance of not freezing. They will use the website to see what the historical weather patterns have been in order to know which week they have the best chance of decent weather.

Persona 5: Emily Fife is 17 years old and getting ready to go to BYU-Idaho in the winter. She has never been to Idaho and does not know how the weather patterns are there. She wants to see the historical weather patterns for the last 5 years so that she knows what kind of clothes to buy before she heads to school.

Site Map



Colors Scheme

Colors will be based on LightSeaGreen

Header and Footer #17827d

Top Menu Bar #20b2aa

Menu Options #52e0d9

Paragraph Text #000000

Website Background #ffffff

Typography

Default Paragraph Text

Helvetica

Weight: Normal

Style: Normal

15 px#000000

Heading Level 2 (h2)

Arial 20 px#20b2aa

Heading Level 3 (h3)

Helvetica

Weight: Bold

Style: Normal

18 px##20b2aa

Navigation Anchor Selected

Arial

Weight: Normal

Style: Normal

15 px#17827d

Navigation Anchor Unselected

Arial

Weight: Normal

Style: Normal

15 px#52e0d9

Wire Frame

