# PGD2019.com

## Site plan

## Site description

This site provides the weather prognose in a given area. It shows the temperature, the wind speed, sunny or bloomy for current day and gives prognose for closest 7 days.

#### Site name

The site's name is "PGD2019.com". PGD is three letters from Russian word "pogoda" that translates like "weather".

#### **Purpose statement**

The purpose is to provide the weather data for users.

## **Target audience**

Children, teenagers, adults, seniors.

Age: 7 and more

Motivation to use the site: to know about the weather in the close future; clear manner of providing the weather information.

Personas

Aleksandra



Demographics: 7 years old

Motivation for using the site: get to know what kind of clothes to choose before the going out of home; planning weekend outdoor activities.

Social: active, communicable, initiative; likes to spend time with her friends.

Ivan



Demographics: 75 years old

Motivation for using the site: searching perspectives for fishing.

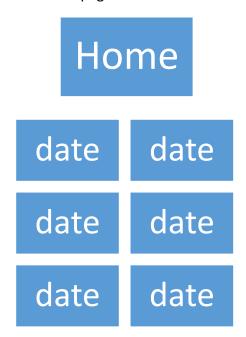
Social: retired person, has a good cense of humor, likes to spend time alone with his dog.

#### **Scenarios**

- From what direction is wind going to be tomorrow?
- Is going a snow in soon time?
- Is going to be sunny days?
- Is going a rainy time?

#### Site map

The home page will contain current weather information and prognose for 6 coming days.



#### **Color scheme**

Describes the background, text, links, accent(s), highlights, and logos

Primary colors: 808080 (Gray), FFFF00 (Yellow), FFFFFF (White), 000BFFF (DeepSkyBlue), 000000 (Black)

## **Typography**

Describes the fonts, font sizes, styles, and line height

Heading Level 2 (h2): Arial 12 px, weight: normal, color 00000

Heading Level 3 (h3): Arial 12 px, weight: normal, color 00000

Default paragraph text: Arial 10, weight: normal, px color 00000

Navigation: Arial 14, weight: bold