

Site Name

This site is going to be called FreshWeather.cool . As it indicates, it will be a repository of knowledge regarding check the fresh weather worldwide.

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|---|-------------------|-----------|---|
| Q | FreshWeather | ≡ | × |
| ✓ | freshweather.life | \$40/year | 🛒 |
| ✓ | freshweather.news | \$30/year | 🛒 |
| ✓ | freshweather.tech | \$40/year | 🛒 |
| ✓ | freshweather.club | \$13/year | 🛒 |
| ✓ | freshweather.cool | \$30/year | 🛒 |

Site Purpose

The main purpose of the FreshWeather.cool website will be prioritize those cities which are having a fresh weather with the objective that the audience would check the cities where they could go on vacations mostly. It will be fulfilled through checking the temperature and forecast for the next 15 days so the audience can search and check through different cities or enjoy the weather in their own city.

Target Audience and Scenarios

The target audience of the FreshWeather.cool website is described below:

Who: Travelers, outdoor activities seekers, high school and university students, parents, principals and managers.

Age: 14 to 100

Technology: Modern and legacy solutions, Usually IT professionals involved in the design and implementation of Enterprise Solutions, large integrations, large enterprise infrastructures.

Income: Income levels will typically be between \$500.00 and above annually.

Motivation: Look for places to travel and how to plan and link with other providers to complete their trip, plan and execution.

Personas

John Davis

Occupation: College Student

Demographics and Education: 22 years old. Major for Business administration.

Goals and motivation for using the site: Check the weather and plan vacations.

Social: Very active individual, loves being outdoors in the country side and seaside in northern California where he lives. Enjoys visits from his family and to travel with his friends when they have a chance.

Technology: Minimalist. Uses mostly his iPad Air, and his Lenovo Ultrabook. For phone device, prefers the latest Iphone X due to the quality of the camera, form factor and size of screen. He uses the camera extensively when he travels. Uses mostly IOS

Quote: "I thrive in providing my organization with the tools necessary to quickly adapt to the needs of the business and the pressures of competition."

Charles Taylor

Occupation: Junior Enterprise Solutions Architect

Demographics and Education: 35 years old. Works at a major airline's IT department. Holds a bachelors degree in Computer Science and several technical certifications, including The Open Group's Architecture

Goals and motivation for using the site: Check the weather for designing based in his job, and plan vacations with his family..

Social: Likes to visit Hawaii once a year with his wife, son, and daughter. Plays cricket with friends in the weekend. Likes to read technical books and technical blogs.

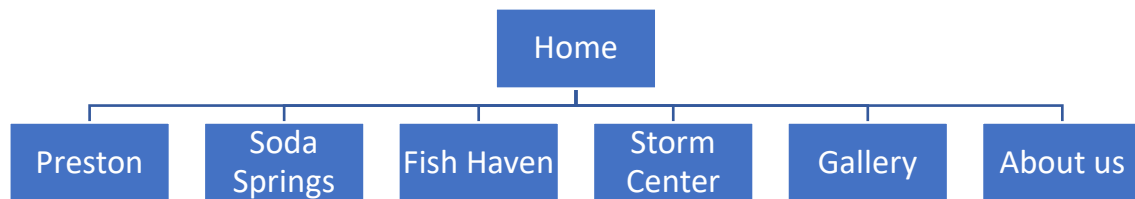
Technology: Is a proud mac user with his MacBook pro for work and technical activities, and iPad for reading and lighter work. Uses a personal iPhone X . Uses Microsoft office software for most business related activities such as email, documentation, spreadsheets, and presentations. For architecture modeling activities uses Sparx Systems Enterprise Architect, MS Visio, and Omni Graffle Professional for Mac. Also likes to program a little and for that, he uses IntelliJ Idea IDE for general Java development, and Oracle JDeveloper for ADF and Oracle SOA Suite development, in order to prototype and test ideas for architectural solutions.

Quote: "The minute you hesitate you are in trouble. You need to continue to improve your skill set and your value to your employer."

Scenarios

- How can I plan vacations in this website?
 - ✓ It will work with a calendar as a planner and will be connected to other links to look for hotels and restaurants, airlines , cruise ships and provide options for traveling.
- What's the weather going to be this weekend at the trail I'm planning to hike?
 - ✓ Image with the forecast for the weekend per hour in order to show the weather in different hours , it its rainy or sunny, mostly. It includes other type to weather.
 - ✓ Text describing the image and the recommendations

Site Map



Color Scheme

The principal color , txt and links, highlight and logos for the freshwater.cool web.

Primary color:

#0000FF

#FFFFFF

#00FF00

#000000

#808080

#00FFFF

#7FFFD4

#F0F8FF

#FAEBD7

#F0FFFF

#F5F5DC

#FFE4C4

#FF0000

Typography

Describes the fonts, font sizes, styles, and line height used in the **freshWeather.cool** web site.

Table shows user the color, size, and font used in each of the areas of the page template.

Object/Item Font Size Color

Default Paragraph Text

Arial

Weight: Normal

Style: Normal

15 px #000000

Heading Level 2 (h2) Arial 20 px #595900

Heading Level 3 (h3) 18 px #595900

Arial

Weight: Bold

Style: Normal