



weatheria.org

YOUR PERSONAL WEATHER COMPANION

Edvard Jimenez

CIT 230



SITE PURPOSE

The purpose of this website is to provide an accurate weather condition of Idaho everyday. It doesn't just provide the current weather condition, but also the weather report yesterday and the weather forecast by the following day. So you can plan ahead for your better tomorrow.

TARGET AUDIENCE

The target audience of the website are as follows :

Who : Individuals who always go to work or school, travelers, family, and other people who are always concern about the weather forecast.

Age : 18 to 60 years old.

Technology : Knowledgeable in using various types of media including computer or laptop, tablet, and smartphone.

PERSONAS



**GAIL
DELMO**

Age : 24

Occupation : Human Resource Personel.

Demographics :

Single, working, smartphone, travels, loves food.



**CARLO
SERANO**

Age : 60

Occupation : Retired Company Executive

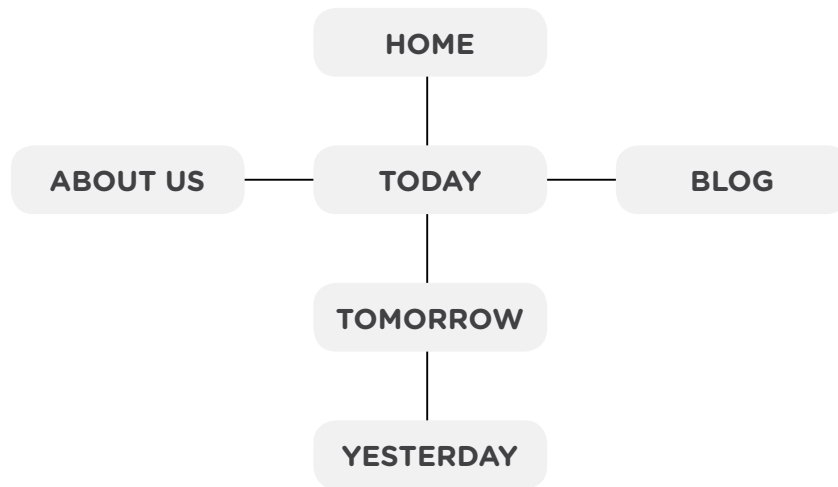
Demographics :

Senior citizen, business, desktop user, construction.

SCENARIOS

1. Is the site can provide the current weather information?
2. Does it also provide the weather condition for tomorrow?
3. Does it also have the previous weather patterns?
4. What are the other information it can provide?
5. Is it user friendly?

SITE MAP



COLOR SCHEMES



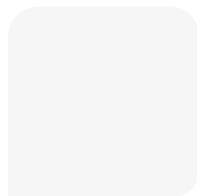
#39C2D7
Main Heading



#044166
Sub Heading



#404041
Body Type



#F5F5F6
Background Color

TYPOGRAPHY

GOTHAM ROUNDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Main Heading : Bold

Sub Heading : Italic

Body Type : Book/Regular





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