

Site Name: Calgary Weather

Domain Name: CalgaryWeather.ca

Purpose: To quickly let users know what the weather predictions are for the week in the Calgary area

Target audience: People who want to find out weather predictions for Calgary area

Persona 1: A family wants to schedule a trip to the zoo but wants to make sure it lands on a sunny day

- 45yo
- \$40 000/yr
- College Degree
- Married with children
- Home computer, at night, desktop

Persona 2: An office worker is biking to work and wants to know what clothes to wear in order to be comfortable in the weather

- 30yo
- \$40 000/yr
- College Degree
- Single
- Phone, at home before leaving in the morning

Persona 3: Mateus want to know if this week will snow to know if he should change his car to winter tires.

- 23yo
- \$0
- High School Degree
- Single
- Phone, at home

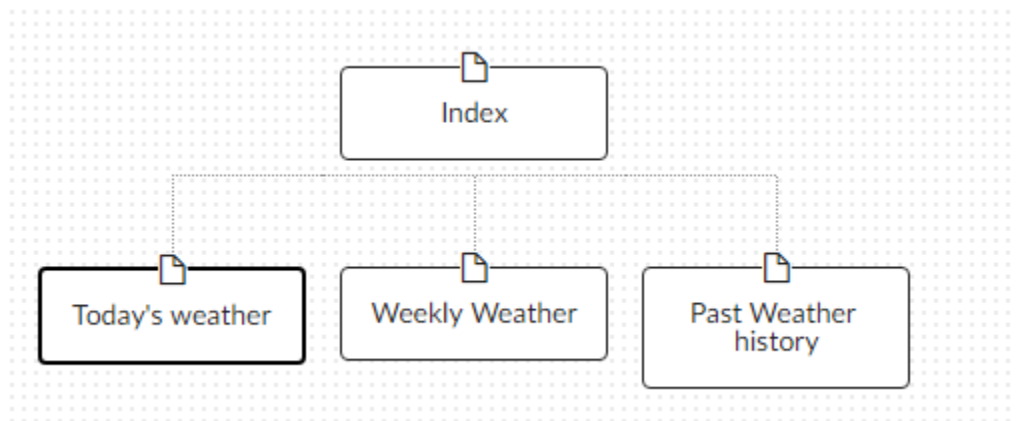
Persona 4: Mirella wants to go to an activity on the beach with her friends and wants to know if she should put on sun screen

- 25yo
- \$30 000/yr
- College Degree
- Single
- Phone, at work on a break before the activity

Persona 5: A company CEO wants to know the weather to start excavation for a new house foundation

- 50yo
- \$200 000/yr
- MBA
- Married
- Tablet, at work

Site Map



Color Scheme

	HEX	RGB		
	HEX:	R:	G:	B:
	#c7ff2e	199	255	46
	HEX:	R:	G:	B:
	#5ff2e	95	255	46
	HEX:	R:	G:	B:
	#ffe72e	255	231	46

Navigation bar will be yellow.

Main titles will be the darker shade of green.

Minor titles will be the lighter shade of green.

Font type: Times New Roman