Site Name

Site name: "Sunny with a Chance of"

Domain: https://sunnywithachanceof.com

Slogan: "What's it gonna be?"

Site Purpose

The purpose of "Sunny with a Chance of" will be to provide the community with direct access to the weather as well as information about local events that will be happening in the area.

Target Audience and Scenarios

Susan Smith

Age:42

Income: 110,000 household

Occupation: Stay at home mom

Education: College

Family Status: Married with 4 kids

Reason for accessing site: To see events happening near by to attend with her family.

Device Using: Mobile phone

Marjorie Evans

Age: 73 years old

Income: 30,000

Occupation: retired

Education: High School

Family Status: Married with no kids in the household

Reason for accessing site: Marjorie will mainly be accessing the site for information concerning the weather.

Device Using: Desktop computer.

Scenarios:

Is it going to rain tomorrow so I can walk my dog?

What are the hours for the fish Haven?

What events are going on this week that I could take my kids to?

Will it be warm enough to go swimming tomorrow?

Is it going to snow this weekend so I can drive down to Utah?

What is the current exhibit at the gallery?

Site Map

https://www.gloomaps.com/pNkPtqbhnJ

Color Scheme

Background: #FFFFCC

Header:

Background: Morning sky #CAE4DB

Border: #BBB

Box-Shadow: #7777777

H1 color: #FFFFFF

H2 color: Mist #7A9D96

Navigation:

Background: Mist #7A9D96

Text color: #FFFFFF

Typography

Title (h1):

Font: Amatic SC, cursive

Font size: 3rem

Color: #FFFFFF

Slogan(h2):

Font: Kalam, cursive

Font size: 1.4rem

Color: #7A9D96

Navigation and Footer Navigation:

Font: Quicksand, sans-serif

Font size: 1.5rem

Color: #FFFFFF

Paragraph Text:

Font: Quicksand, sans-serif

Font size: 1.5rem

Color: #FFFFFF