

W04 Submission: Website Planning Document

a. Site Description

The website domain will be named <http://www.travellerweather.com> with the purpose to update and guide the visitors and other travellers about the very recent conditions of the weather in the town in order to help them plan their days without any encumbrance while in the town.

b. Target Audience and Scenarios

The typical targets of the website are western tourists- tourists coming from Western Europe , North America and Oceania. The tourists age might oscillate between 25 and 67 years old mainly made up by professional workers belonging to upper and middle class, motivated with the passion of adventure and the desire to know the world and many of its cultures.

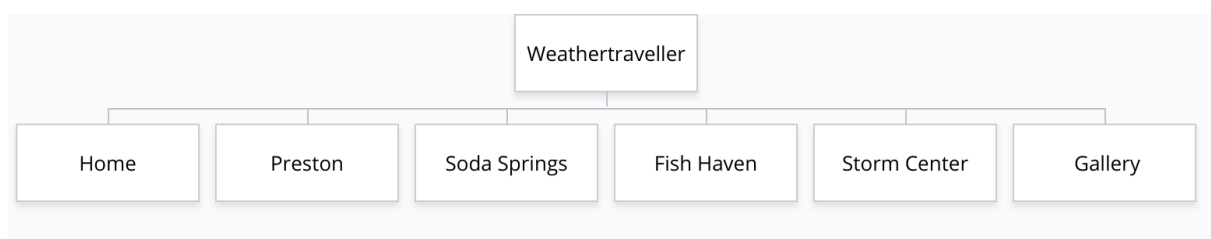
Personas:

Jeanne Ellsworth DeShazer

- Occupation: Loan Officer's Assistant City at National Bank
- Demographics and Education: 66 years old. 'C' level executive for a major banking company. Has a Masters level education in Accounting,
- Goals and motivation for using the site: learn the about www.weathertraveller.com in order to be able to dispatch people around the town and implement her bussiness
- She Enjoys being visited by her grandchildren and to travel with her husband when they have a chance
- Minimalist: She likes to used a laptop and Ipad in order to read her Ebook.

Ken Walter Randall

- Occupation: General Manager at Forever Living Products
- Demographics and Educations: 67 years old. Has a Masters lever in charted accounting
- He enjoys visiting his grandchildren in the UK with his wife when they have time.
- Technology: He likes to use his Ipad and radio in order to read his books in CDs and small works.



Scenario 1: The website www.travellersweather.com is important to me and my organization because it provide us with some of the most useful and efficient weather condition in our town, which involves how the lives of the citizens evolve around the community.

Scenario 2: people need to have very accurate meteorological conditions of the weather in our town since those information are the ones that help them decide how to spend their daytimes

Scenario 3:

- Jeanne is very obsessed with the weather because it dictates how his clients come to the bank. In order for her to estimate how many clients will be coming on the daily basis on the bank, she needs to know the condition of the weather. And the best way for her, to anticipate the meteorological conditions during the coming days, she likes to constantly navigate on the websites since she is so good at it.

Scenario 4:

- The same thing applies to Ken. His business growth depends on how many clients purchase the goods on daily basis, so for him the weather is primordial .

Scenario 5:

- The website will be funded with the advertising money we will be receiving while publish those outlets along with the weather conditions.

Primary color:

#B9B90D	:	Site Header :	Helvetica:	20px
#B9B90D	:	Primary Navigation:	Georgia:	25px
#6E6E10	:	Footer Navigation:	Georgia:	30px
#6E6E10	:	Heading 1:	Georgia:	15px
#7F7F23	:	Heading 2:	Georgia:	17px
#7F7F23	:	Heading 3:	Georgia:	19px
#626202	:	Paragraph:	Georgia:	15px
#626202	:	Title:	Georgia:	20px
#595900	:	Site Background:	Georgia:	20px