

Weather Site Plan

Site Name:

"Weather info" (weather-info.com - 2.000 US\$ + 12 US\$ year - Google domains)

Site Purpose:

The main purpose of the site is to provide real-time information about the weather to the general public and to provide the weather forecast. Through satellite images, and graphics the users will be able to easily know how are the weather conditions in order to plan their day, week, etc. The site will be developed to work in every device (PC, laptops, tablets and mobile phones).

Target Audience and Scenarios:

Who: People who need a reliable source of information about the weather, usually young and adult people. They could check the weather on their desktop PC or mobile device.

Age: 12 to 100


Income: Income levels will typically be between \$20,000 and above annually.

Experience with the topic: People who have all levels of experience with weather and forecast information.

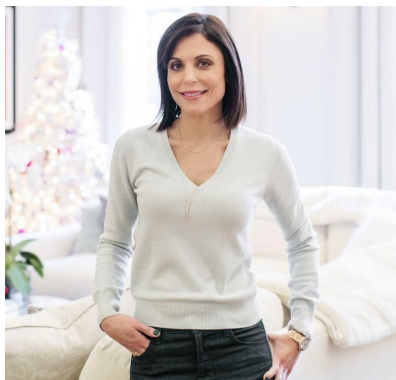
Motivation: Know how it will be the weather conditions through the current day or next days in their city/town.

Scenarios:

- A student in the morning before going to school: "What should I wear today? Will it be too hot outside?"
- A father planning a camping with his family: "I am planning a camping for next weekend. What's the forecast for next weekend?"
- A constructor planning the work that needs to be done: "Will it rain tomorrow? Should we delay the painting job for the next week?"
- A household who heard in the news about a storm near her city: "Should I send the kids to school?"

Persona:	Marketing Student	
Photo:		
Fictional name:	Joe Richards	

Job title/ major responsibilities:	Marketing Assitant Intern	
Demographics:	<ul style="list-style-type: none"> • 22 years old • Single 	
Goals and tasks:	<p>He likes to play soccer with friends, spend time with family and watch action movies.</p> <p>Spends his work time:</p> <ul style="list-style-type: none"> • Requesting and reviewing research reports, • preparing memos and briefs for agency heads, and • helping with website advertising. 	
Environment:	<p>He uses an iPhone 8 to communicate with friends and family, and a Dell laptop to work and study.</p>	

Persona:	Housewife	
Photo:		
Fictional name:	Mary Johnson	
Job title/ major responsibilities :	Taking care of his home and children. Take the kids to school.	
Demographics:	<ul style="list-style-type: none"> • 42 years old • Married • Mother of three children • Has a B.S in business management. 	

Goals and tasks:

She is very organized and proactive. She enjoys spending time with her husband and kids.

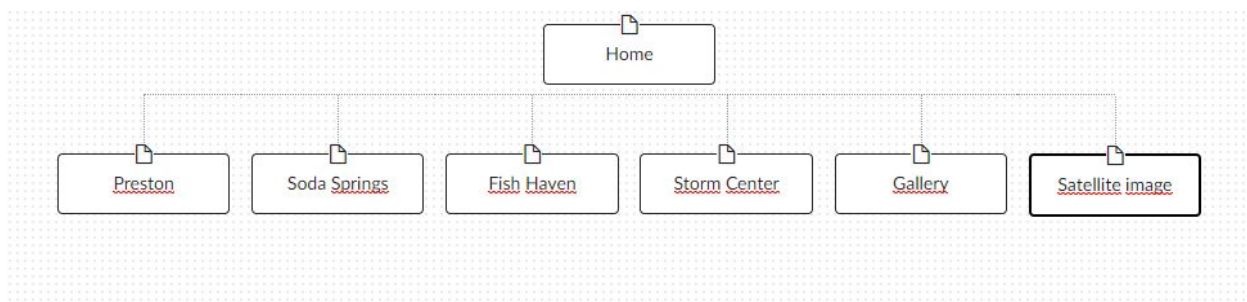
Spends his work time:

- Cooking and preparing meals for his family,
- taking care of the house,
- going to pick up their children at school.

Environment:

She uses a Samsung Galaxy 10 to communicate with her family, and an iPad to read and watch videos.

Sitemap:

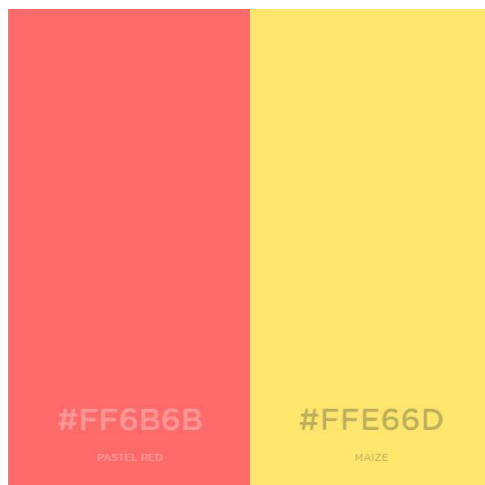


Color Scheme:

Primary colors, applied to background, header, footer, text, and links.



Secondary colors, applied to buttons and weather graphics.



Typography:

Element	Font	Size
Paragraph	Open Sans regular	14px
Headings h1 h2 h3	Poppins Bold	32px, 26px, 18px
Nav	Poppins Bold	16px