

Brazilweathernews.com

Site Plan

1. Site Purpose

The purpose

of the website is to have the brand news about the week's weather in different regions of Brazil. There are 5 regions in Brazil north, northeast, center-west, southeast, south. So, the people each region can search for weather information about their own specific region. As people knows more about the weather of their own region, they can prepare the clothes, umbrella, or cars for the weather of the day or the week.

2. Target Audience

Who: People who don't have time to watch television and get the weather news from there.

Age: 14 to 100

Technology: People who have access to computers and cellphone at home or work.

Income: Income levels will typically be between \$40,000 and above annually.

Motivation: Plan the next acts for the day. People need to plan the clothes and vehicles according to the weather.

3. Personas

Persona 1

Occupation: Nanny/baby-sitter

Age: 25 years old

Education: High School

Social: Very related people, hangout with friends almost every weekend, lives in southeast of the country and in a big city.

Technology: an android cellphone.

Persona 2

Occupation: Hospital Manager

Age: 45 years old

Education: Master's degree

Social: Works too much, needs to go to many places during the day, don't have much free time, when he is not working he's at home with his family.

Technology: Windows personal computer at home, Macbook to work and an Iphone.

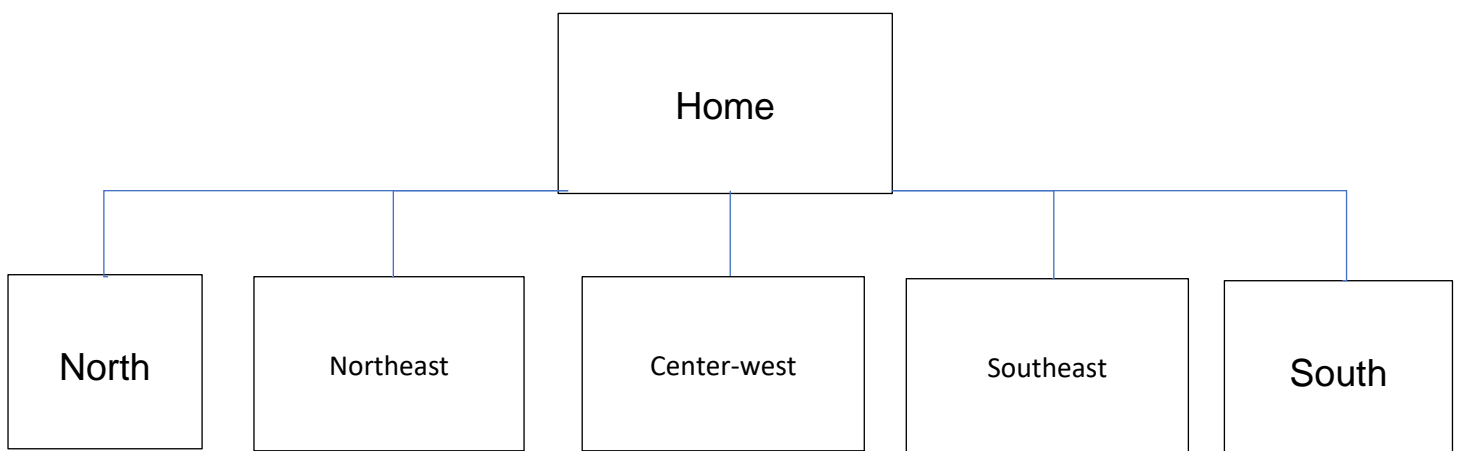
4. Scenarios

- Why do I need to know about the weather?
- Because during the day we need to know if it's going to be raining, sunny or cloudy. Also, we need to know if it's cold or hot. Then, we can prepare all day the clothes, the accessories, like an umbrella, or the vehicle, maybe it's not a good idea to use public transportation in a raining day.
- Do I need to search weather information about today or all the week?
- Both. We can check the week's weather to plan all the week, but the weather plan can change. So, we need to double check it each to verify if something has changed.
- Do I need check the weather many times a day?
- The weather changes many times a day, mainly in the southeast region, so it's recommended to check it many times a day to verify if something has change.
- How's the weather like in my region?
- If you check the weather for all over the country, you can get many different weathers and sometimes it's do far from you and it doesn't

affect you so much. So, if you look about your region, it's more specific and will affect you directly.

- How precise is to predict the weather?
- Sometimes, the meteorology can go wrong. It is so precise, but it is not one hundred percent.

5. Sitemap



6. Color Scheme

Primary colors #C0C0C0 #1E90FF #FFFF00 #FFFFFF #000000

7. Topografy

Site Header	Arial	40px	#000000
Primary Navigation	Arial	30px	#000000
Footer Navigation	Arial	20px	#000000
Heading 1	Arial	30px	#000000
Heading 2	Arial	25px	#000000

Paragraph text (p)	Arial	16px	#000000
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Wireframe Sketches