

Site Name

Rexburg Rain or Shine

The domain will be rexrainorshine.com. I chose this name because of the difference in the spelling of “burg”. Some spell it “berg”, and I want people to not get tripped up getting to my site. Also, rexburgrainorshine is available but as you can see when you put it together you get an unfortunate “grain” word in there, I didn’t like how that looked. Of course, if I were really going to implement this I would reserve both domains and point the bigger one to the smaller one, so I could catch both traffics.

Site Purpose

The purpose of this site is to give updated weather information to those visiting the site. The site will contain relevant information “at a glance” to plan your trip to Rexburg, including weather information.

Target Audience

The target audiences are broken down as follows:

1. People who are planning a vacation, business trip or otherwise planning to visit Rexburg, Idaho in the near future.
2. Families or individuals that may be considering a permanent move to Rexburg, Idaho in the future.
3. Those that may have family in Rexburg, Idaho that just want to see what conditions are like in Rexburg, Idaho.
4. Anyone, including journalists or historians or other professions, that just want to take a snapshot of what it is like in Rexburg, Idaho.

Age: 8 and up (basically anyone that can read and understand weather).

Personas

James Rain

- Occupation: Business Consultant
- Demographics/Education: 42 years old, bachelors in business.
- Circumstance: Often travels to various businesses, has a client that is in Rexburg which he travels to see often.
- Scenario: I want to know what the weather will be while he is in Rexburg, both the forecast and the correct weather in real time so I can plan what to wear while there. I am also thinking of what else I can do after this meeting ends, so I want to have up to date info.

Melody Sunshine

- Occupation: Homemaker
- Demographics/Education: 23 years old, some college.
- Circumstance: Lives in another city, wants to finish her degree.
- Scenario: I want to know what the weather in Rexburg is like, as I am considering BYU-Idaho as a place she could live to finish her degree. She also wants to know if the weather will affect her seasonal depression.

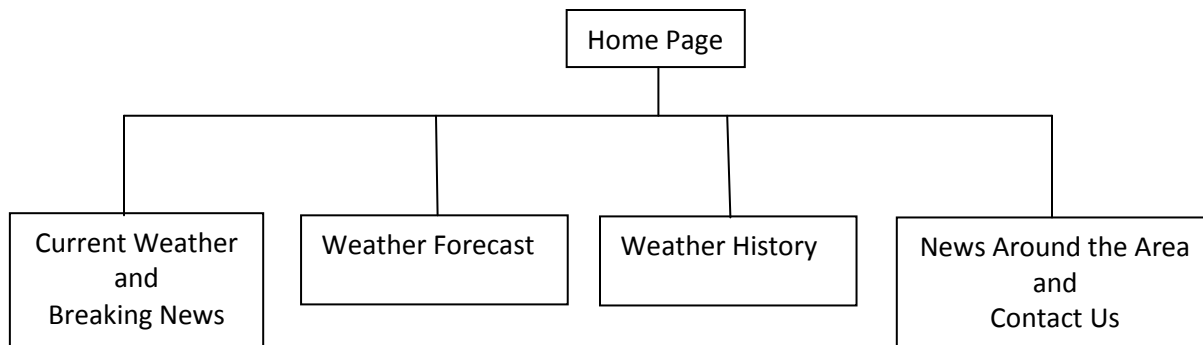
Stormy Daniels

- Occupation: Web Designer
- Demographics/Education: 34 years old, bachelors in Computer Information Technology
- Circumstance: Works from home and sets his own schedule. Likes to work out because he sits often at his work. He keeps a strange schedule.
- Scenario: I want to know when the temperate times are so I can go running.

Evelyn Frost

- Occupation: Beat Writer for the LA Times
- Demographics/Education: 45 years old, bachelors degree in journalism
- Circumstance: She has been given an assignment to write about the recent geological activity that has just occurred in Rexburg, and get it to the editor as soon as possible as the story breaks.
- Scenario: I want to know what conditions are like right now in Rexburg! As I won't be flying there and I am on a time crunch, I need to know what the weather and conditions are right now.

Site Map



Typography

I want to use a traditional serif font, but plain enough to be read easily. In the weather business, credibility is everything. By using a more traditional font, I want to promote a feeling of being a little

older, established, and with any luck something a visitor could trust. I think this font may fit the profile, and has an interesting name for this project:



Merriweather

<link
href="https://fonts.googleapis.com/css?family=Merriweather" rel="stylesheet">

Color Scheme

I intend to use a color palette that reflects the weather, but also want to give it some contrast. I want to reflect the colors of the weather: blue clear sky (links), gray cloudy sky (subheadings), light blue sky (background), and a contrasting gray for darker (main) headings. This may need to be adjusted as I design to work better. I also wanted a vivid color, so I chose yellow as in a sunshine color. This will add contrast and only be used sparingly to call attention to important elements, such as buttons.

