

# South East Idaho Weather Project

## Site Name

This site is going to be called southeastidahoweatherproject.com. Its name suggests that it will be a site based on the South-East corner of Idaho.

## Purpose Statement

The purpose of the South East Idaho Weather Project is to give this area comprehensive weather forecasts and local information.

## Target Audience

1. Enilsa Fisher



**Occupation:** Elementary Educator

**Demographics and Education:** 26 years old. 3rd Grade teacher. Has her bachelor's degree in Elementary education.

**Motivation for using this site:** Lives in the South East Idaho area, and needs to know what the weather is to be prepared for the daily activities of a teacher.

**Social:** Very active, enjoys the outdoors, loves to go hiking on the weekends. Enjoys spending time with her family and friends.

**Technology:** She has her laptop and iPhone. She uses them throughout the day as a teacher, as well as keeping in touch with friends.

2. Marcus Spazoli



Occupation: Networking Analyst

Demographics and Education: 39 years old. Works for a technology company. Has his master's degree and is working towards his doctorate.

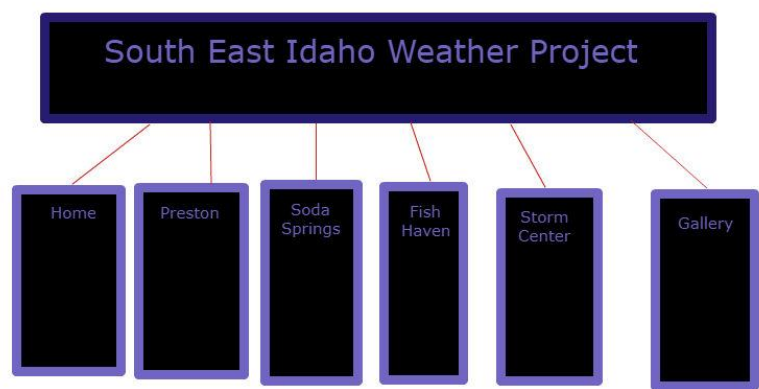
Motivation for using this site: Planning for his vacation to Idaho. Needs to know the weather and other information about South East Idaho.

Social: Very active, loves the outdoors. Loves spending time with his family.

Technology: He works in the technology field. He owns multiple devices and switches between them all of the time.

1. How much snow does this area get in the winter?
2. Is the temperature going to be below zero all of this week?
3. What is the highest temperature for this area?
4. How much rain does this area get?
5. What activities are there in this area?

Sitemap



Color Scheme

Hex: 4C69A5	Hex: 5177A4	Hex: A5CBF4	Hex: C4DAF4

Typography

Site Header	Alegreya	40px	#4C69A5	Sample
Primary Navigation	Alegreya	30px	#A5CBF4	Sample
Footer Navigation	Alegreya	20px	# A5CBF4	Sample
Heading 1 (h1)	Alegreya	30px	#5177A4	Sample
Heading 2 (h2)	Alegreya	25px	#5177A4	Sample
Heading 3 (h3)	Alegreya	20 px	#5177A4	Sample
Paragraph Text (p)	Roboto	16px	#000000	Sample