- An appropriate site name (not "The Weather Site") and domain name
  - [www.naturesfeelings.com](www.naturesfeelings.com)
  - $12/yr at Google domains
- The site purposes
  - This is a simple site that provides relevant weather information about four cities (Preston, Soda Springs, Fish Haven, Storm Center) and offers different time spans for checking the projected future.
- A description of the target audience including personas with at least five scenarios
  - This website is specific to truckers who need to know the best routs to take when delivering merchandise to a specific city, should they go through the specific city.
    - Trucker checking the weather
    - Mail carrier deciding how to dress
    - College student driving through town
    - Out of town family member checking driving conditions for grandma or grandma herself.
    - Disabled people who may take longer outside getting in and out of vehicles.
  - These users are typically "middle to lower class" users who will likely be using mobile devices (cell phones and tablets) to check the weather.
  - Persona example 1:
    - Photo:

      

    - Name(fictional): John Smith
    - Job Title/Occupation: Truck driver
    - Demographics
      - Age: 41
      - Marital status: Married
      - Family: wife and 3 children, 14yr boy, 11yr girl, 6yr girl
      - Education: Associates degree
      - Resides (city): Kansas City
    - Goals & Daily Tasks: Regularly travels with company inventory from his home city to other areas of the country.
    - Environment (tech savvy?): Being a truck driver, John has the opportunity to get really good at using his mobile device, the company tablet. He is comfortable in front of the computer for word processing and creating documents, but the Internet is a whole new beast that he has she is yet conquered. He doesn't really care to do either.
    - Quote: "Roger that!"

- o Persona example 2:
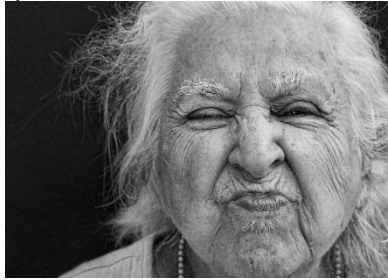


    - Photo:
    - Name(fictional): Jane Doe
    - Job Title/Occupation: grandmother to the 84 children in the neighborhood and her own 16 biological grandchildren.
    - Demographics
        - Age: 87
        - Marital status: widowed
        - Family: lives alone, but has family out of town. She is the neighborhood grandma.
        - Education: back in the day, Jane graduated college with a degree in Puppet Arts from the University of Connecticut.
        - Resides (city): Soda Springs
    - Goals & Daily Tasks: Jane daily checks the weather to see what to wear for the day. She regularly directs local puppet shows, teaching the younger generations the art of marionette performance. Once a month she will much Pinocchio with the local children.
    - Environment (tech savvy?): She is confident in her ability to access her bookmarked sites that she uses on a daily basis on her desktop computer.
    - Quote: "A boy who won't be good might just as well be made of wood."
  - o
- A simple sitemap



  - o
- A color scheme with references to elements/content
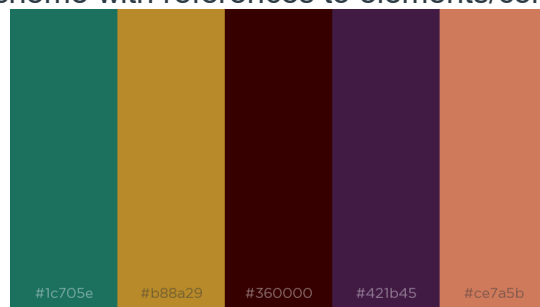


  - o                                                                        1C705E, B88A29, 360000, 421B45, CE7A5B

- Typography selections with references to elements/content (which is OK to combine in the report with the color scheme)

  <link href="https://fonts.googleapis.com/css?family=**Alfa+Slab+One|B612+Mono|Bungee|VT323**" rel="stylesheet">

  | | |
  |---|---|
  | font-family: 'VT323', monospace; | footer |
  | font-family: 'B612 Mono', monospace; | regular text |
  | font-family: 'Bungee', cursive; | header |
  | font-family: 'Alfa Slab One', cursive; | h tags |

  VT323 - Regular

  B612 Mono — Regular

  **BUNGEE — REGULAR**

  **Alfa Slab One — Regular**