

Weather Website Planning Document

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Site Name:

Weather in the Wild

The domain name www.weatherinthewild.com is \$12 per year according to <https://domains.google>.

Logo:



Motto:

Check the weather for your wilderness adventure.

Site Purpose:

The main purpose of this site is to provide weather forecasts and updates for three cities in southeastern Idaho and surrounding wilderness areas. In addition, it will provide average rainfall, snowfall, temperature, and sunshine data for each area, along with current conditions in each of those areas. The sunrise and sunset times for each day will also be listed. The gallery will show current photos of environmental conditions from surrounding campgrounds and hiking trails. These photos will show the height and flow of surrounding streams and rivers used by anglers and the water levels of popular fishing lakes. These photos will also provide updates of snow levels in the area, wildflowers in bloom, and native wildlife that can be found.

Target Audience and Scenarios:

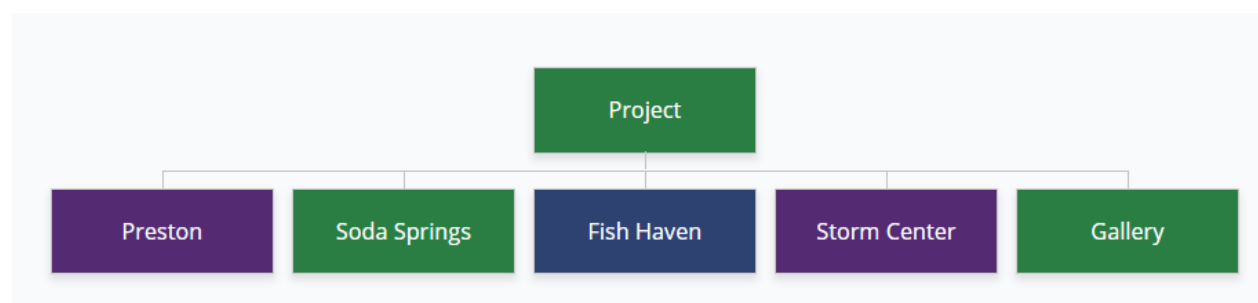
The target audience for the weather site are outdoor enthusiasts looking for information to help plan their next hiking, horseback riding, camping, mountain biking, fishing, or hunting trip. Questions that can be answered here include:

- What is the temperature here right now?
- What will be the temperature here next weekend?
- Has the snow melted at Campground X yet?
- What are the average days of sunshine here in July?
- How much rainfall has this area received in the last two weeks?
- How high is River Y right now?
- What time will the sunset at Campground C tonight?

A target audience member is Joe, a 20 year-old college student going to Utah State University. He and his friends are planning a snowshoeing trip this weekend on a trail near Preston, ID. He wants to see if the forecast calls for sunshine or rain, so they will know if they still want to make the trip or plan for another weekend. While he is on the site, he also wants to check to see what the snow level is near the trail, just to make sure it hasn't all melted since it's been such a dry season.

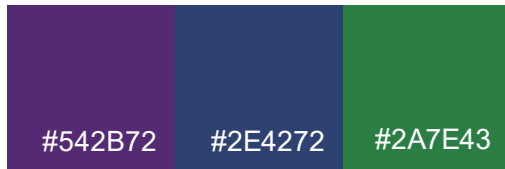
Another target audience member is Cathy, a 35 year-old mother of four planning a trip up to her family cabin near soda springs. She wants to know what the temperatures will be, so that she knows what kind of clothes and equipment to pack for her family. While on the site she also checks the photo gallery to see what the area lake looks like. She is curious to know if lake is still frozen or if they will be able to do some fishing while they are there.

Site Plan:



Color Scheme:

The color scheme will be analogous, using shades of green, blue, and purple. The hex numbers for the colors are listed on the palette below.



Typography:

The headings will use a decorative typeface called Changa One. The headings will look like this:

“Headings”

font-family: 'Changa One', cursive;

The body copy will use a slab-serif typeface call Rokkitt. The body copy will look like this:

“Body copy”

font-family: 'Rokkitt', serif;

These fonts work well together because of their contrasting structure and weight. The user will be able to clearly distinguish the headings from the rest of the information, making the website easier to read.

The html link for both of the typefaces is listed below.

```
<link href="https://fonts.googleapis.com/css?family=Changa+One|Rokkitt" rel="stylesheet">
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