

SITE PLAN

Site Name

The site is going to be called PSFWeather.com, because the three first letter is the initialized letter of every town (**P**resto, **S**oda Springs and **F**ish Haven) and the next is the word weather to simple reference of the purpose of the page.

Site Purpose

The main site purpose for this page will be to provide information about the weather in these three towns and media to visualize it. Also, to analyze and share updated information of the weather and provide at the inhabitants of those cities' warnings of future climatic events.

Target Audience and Scenario

The target audience of the PSFWeather.com web site is described below:

Who: Meteorologist, climatologist, people that like analyze weather or others interested in specific climatic data.

Age: 14 to 100

Income: Income will be between \$70,000 and above annually.

Personas

Marie Luisa Gonzales



Occupation: Climatologic.

Demographics and Education: 37 years old. She has a Master in Applied Climatology.

Goals and motivation for using the site: Learn about the reaction of the cloud and temperature in a site.

Social: Introverted person, likes to walk outdoors and be on the beaches of Florida. Enjoys visits beautiful places and to travel with her husband when they have a chance.

Technology: Minimalist. Uses mostly her iPad Air, and her Mate book X. For phone device, prefers the Mate 20 Pro for his professional camera, form factor and size of screen. She use frequently her Smartphone to take pictures when she travel. Uses mostly Microsoft Office software (Word, Outlook, Excel, PowerPoint).

Jonas Richter



Occupation: Meteorologist

Demographics and Education: 32 years old. He has a Master in Geophysics and Meteorology that was obtained in Complutense University of Madrid.

Goals and motivation for using the site: Analyze temperature and obtain information that will be applied in his career.

Social: He likes to visit Brazil with his wife. Plays volleyball with friends on Sundays. He likes to read technical books and technical articles on internet.

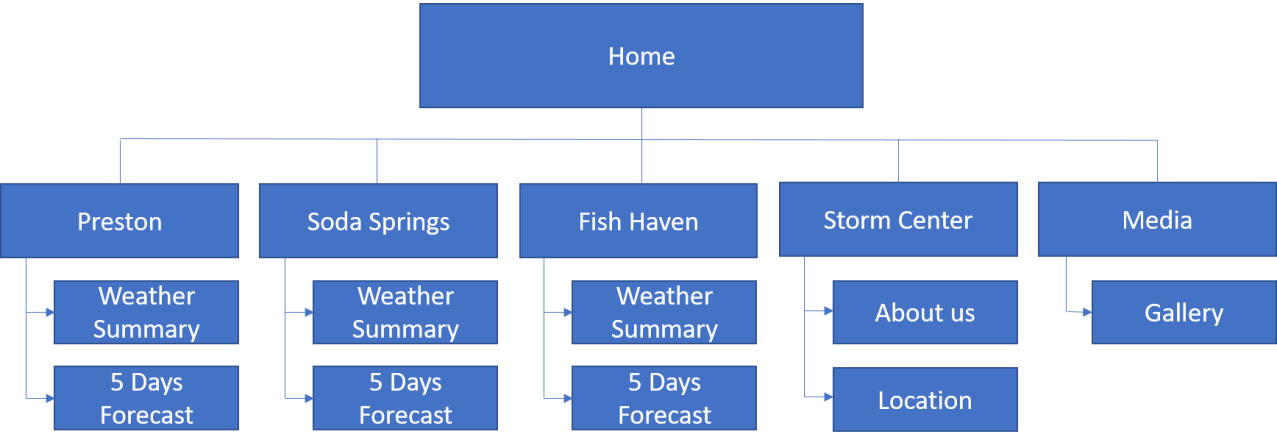
Technology: He use often iPad Air when he is outdoors and when he is in home use his Macbook Air, rarely use his iPhone X to obtain data from internet, He said that is uncomfortable because a cellphone has small screen.

Scenarios

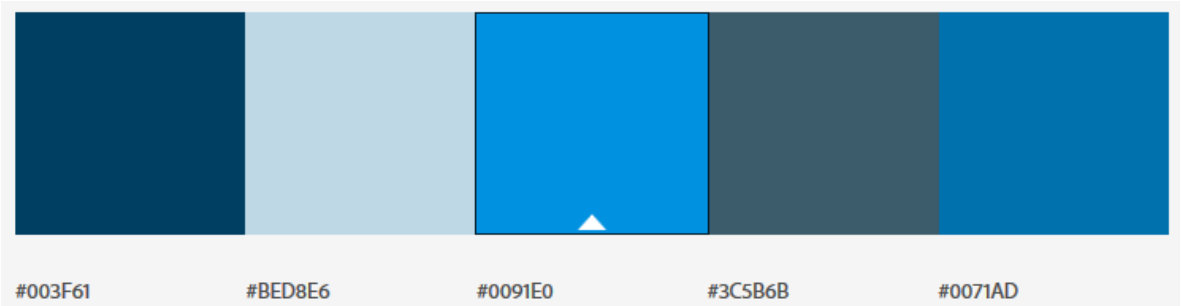
- What's the weather going to be this weekend at the trail I'm planning to hike?
- What is the weather for the next three days?
- How much will the temperature be for tomorrow?
- How much is today's humidity?

Site Map

The basic structure of PSFWeather.com



Color Scheme



Typography

Table shows user the color, size, and font used in each of the areas of the page template.

Object/Item	Font	Size	Color
Default Paragraph Text	Helvetica Weight: Normal Style: Normal	15px	#000000
Heading Level 2 (h2)	Arial Weight: Normal Style: Normal	20px	#0071AD
Heading Level 3 (h3)	Helvetica Weight: Bold Style: Normal	18px	#0071AD
Navigation Anchor Selected	Arial Weight: Normal Style: Normal	15px	#003F61
Navigation Anchor Unselected	Arial Weight: Normal Style: Normal	15px	#0071AD