

Site Plan – My own weather radar

JUAN VICTOR ALARCON HURTADO

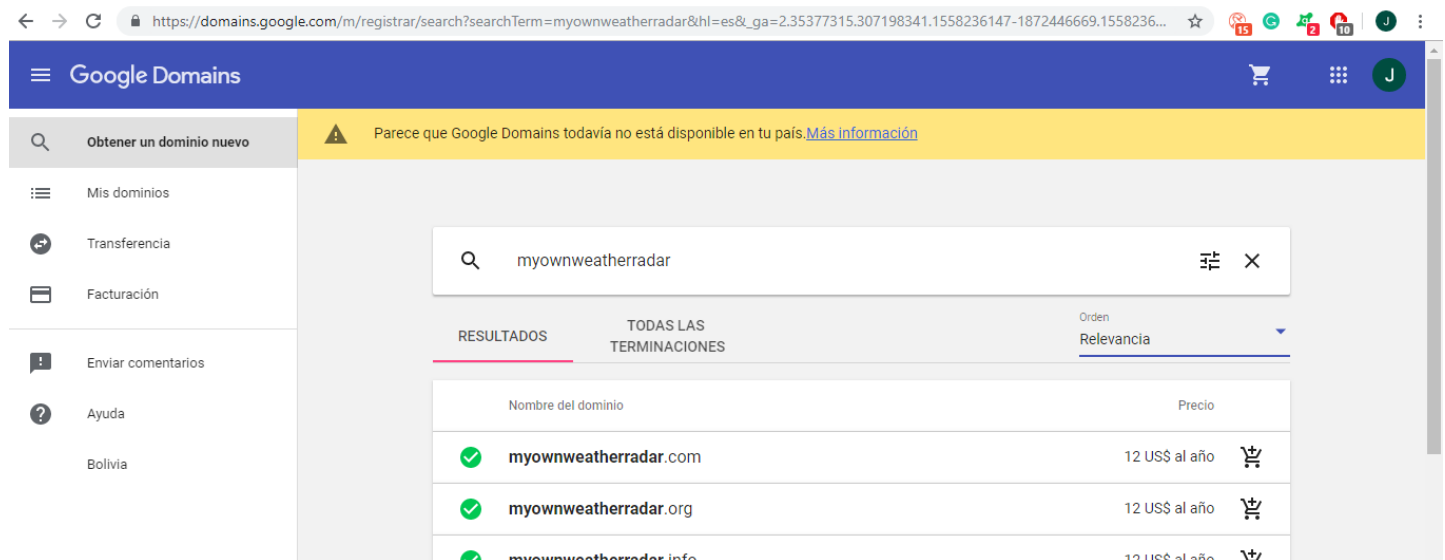
Site Plan

Site Description

The site myownweatherradar.com Website is intended to provide accurate information about the weather based on the location that you reside and also on the places that you may want to know the weather throughout the day.

Site Name

The site name is myownweatherradar.com. Which is available in google domains.



Target Audience

The target audience(s) for My Own Weather Radar cover these generalities:

Who: Anyone who is related in the selling products or services or others whom move around many areas throughout the day more than once.

Age: 18 to 100

Access to the Web Site: Desktop and mobile (phone)

Motivation: Make sure that they have everything ready for the activities that are planned for the day.

Personas



Fabricio Ferrufino Duran.

Occupation: Director of CODA Dance company. Independent Dancer

Demographics and Education: 30 years old. Dance studies and courses in Brazil, Chile, and EEUU. Focused of dance Jazz and Ballet.

Goals and motivation for using the site: Since he gives seminars of dance around the area and the country, getting to know the weather is essential because the outfits for the different weathers can prevent from suffering any injuries.

Social: Very friendly, likes to socialize. He and his wife are amazing in getting to know people.

Technology: He uses his phone most of the time (Android system) and just during the classes given uses his personal computer.



Andres Martinez Lopez

Occupation: Student and finance coach.

Demographics and Education: 20 years old. Student at the La Salle university in La Paz, Bolivia. Work giving seminars around the country on finances.

Goals and motivation for using the site: Since he gives seminars of finances around the country is good to know the clothes that need to be ready for such trips, especially since Bolivia is place known for the variety of climate that happen during the day.

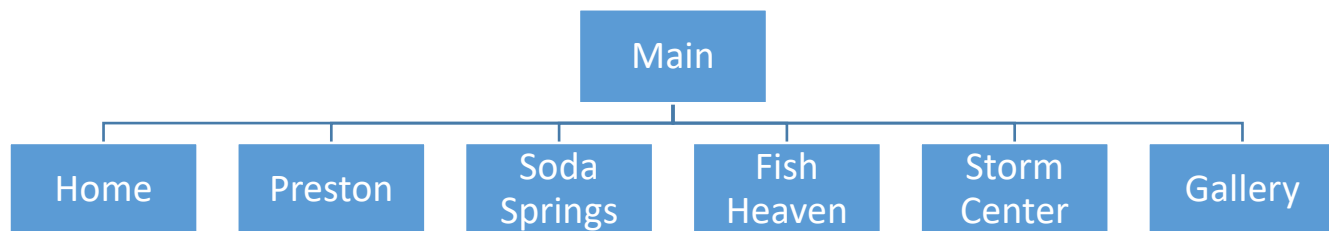
Social: Very friendly, likes to socialize.

Technology: He uses his phone most of the time (Android system) and just at night uses his computer to make different video calls.

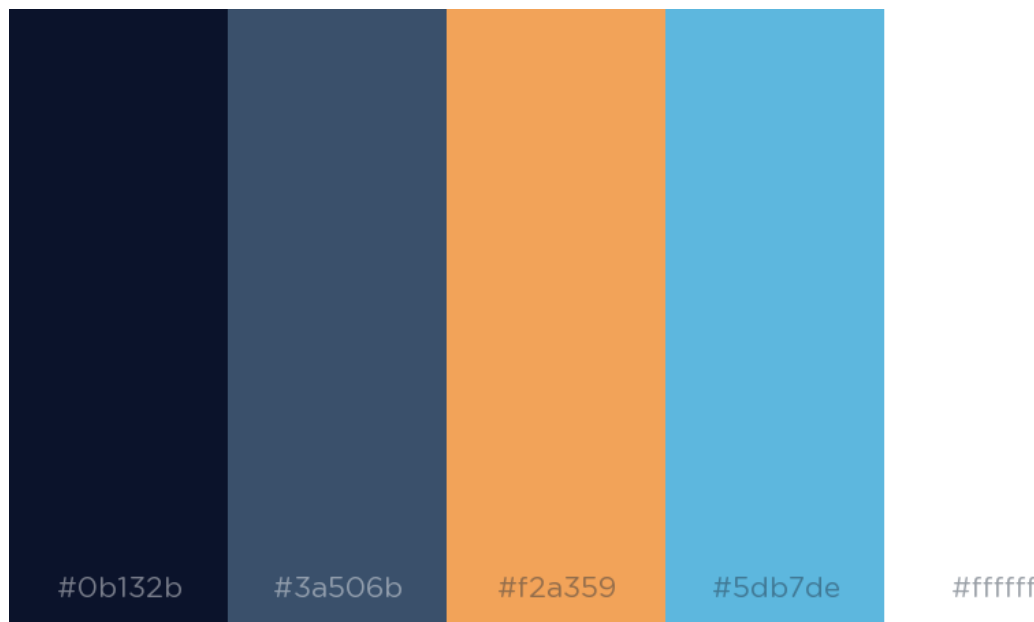
Scenarios

- Is it going to be a great weather?
- The activities of today are according to my clothes?
- Am I going to be ok for this coming trip?
- Is it ok for them to bring these kinds of clothes?
- If it rains today. Am I going to be late for my meeting?

Site Plan



Color Scheme



Typography

Headline Font

Raleway

Reasoning

This font is easy to read and it gives a sense of something elegant and easy to read, which is something that the company is focused

Sample

The Weather of
today

Body Text Font

PT Sans

Reasoning

This font is easy to read but still gives a sense that is something serious, and elegant

Sample

Today's weather
is 40°F