Bikinis or Raincoats Site Plan

Site Basics

Site name: Bikinisorraincoats.com

Site Purpose: To keep all fabulous women in the know so they can determine what to wear on any given day.

Target Audience: fashion conscientious women trying to decide what to wear based on the weather forecast.
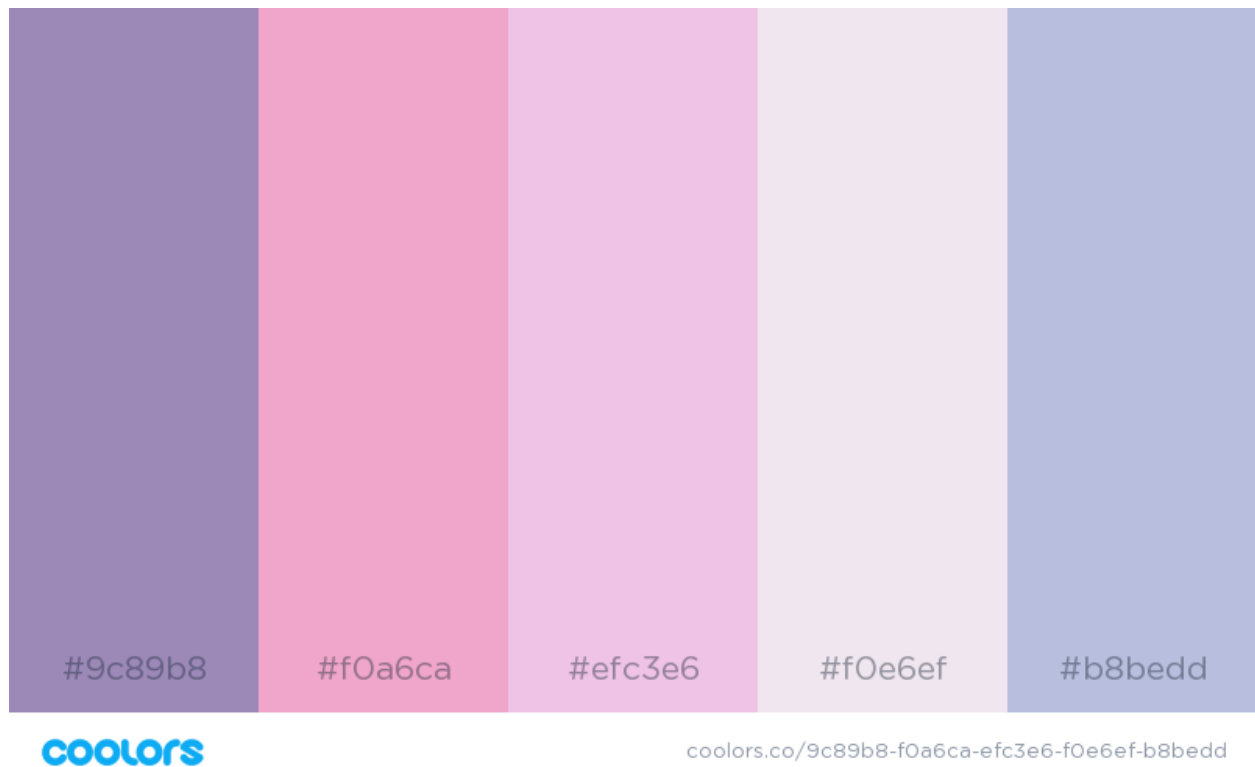
Personas

Persona 1: The mom who is planning the playdates and adventures for the family

Persona 2: The college student who wonders if skipping the lecture will be worth it.

Scenarios:

- What will I need to wear to work?
- Will rain boots or a rain coat be needed?
- Its gray out now but what will the temperature be later?
- Will it be too hot for picnic?
- What is the pollen count?
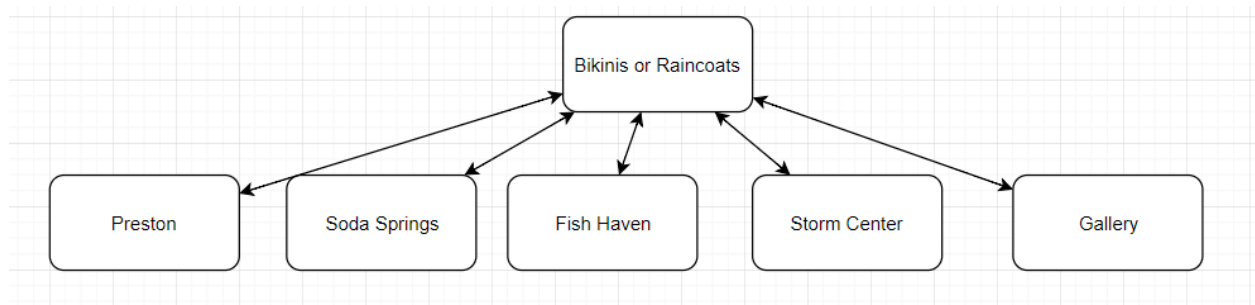- How high of an SPF will I need today?

Color Scheme

| #9c89b8 | #f0a6ca | #efc3e6 | #f0e6ef | #b8bedd |

coolors.co/9c89b8-f0a6ca-efc3e6-f0e6ef-b8bedd

Typography

Site Header	Amatic SC	40px	#9c89b8	SAMPLE
Primary Navigation	Amatic SC	30px	#efc3e6	Sample
Footer Navigation	Amatic SC	20px	#f0e6ef	Sample
Heading 1 (h1)	Amatic SC	30px	#f0e6ef	Sample
Heading 2 (h2)	Amatic SC	25px	#f0e6ef	Sample
Heading 3 (h3)	Amatic SC	20px	#f0e6ef	Sample
Paragraph text (p)	Amatic SC	16px	#f0e6ef	Sample

Site map

Wireframes

The Weather Site
motto or catch phrase

Current Conditions

Town Name

Weather Summary

Hero Image

5 Day Forecast

Article

map

Contact Information

footer bar