

Site Plan

Site Description

The site is to give weather information to all the people that might have an interest or purpose for information about current and upcoming weather conditions in the areas our site will cover.

Site Name

The site title is "Whatever the Weather"

The url will be www.wtw-idaho.com

Purpose Statement

The site motto is "Know what is going on outside....from the inside"

Our purpose is to provide the most accurate information possible for people to be able to make personal weather related decisions from the comfort of their homes, or maybe anyplace else that they have access to internet information.

Target Audience

The target audience will be all people living in the target areas, but specifically we believe at least five types of groups in our target audiences will be:

Farmers

Farmers find weather to be of utmost importance in their line of work. It is important to know if moisture is coming to know whether to water crops. It is important to know if it temperatures, for example when it might freeze or be too hot.

Older Retirees with a daily interest in the weather

A habit of retirees is often an obsession with the news, local and national, and often particularly the weather. We want the site to be easy to navigate and a draw to older people.

Mom

Mom's need to be aware of what is going on with the weather. Those with younger children need to be prepared with how to dress their children for school or summer adventures. With older children they need to be aware of freezing temperatures to watch slick roads and outdoor adventures they need to be aware of.

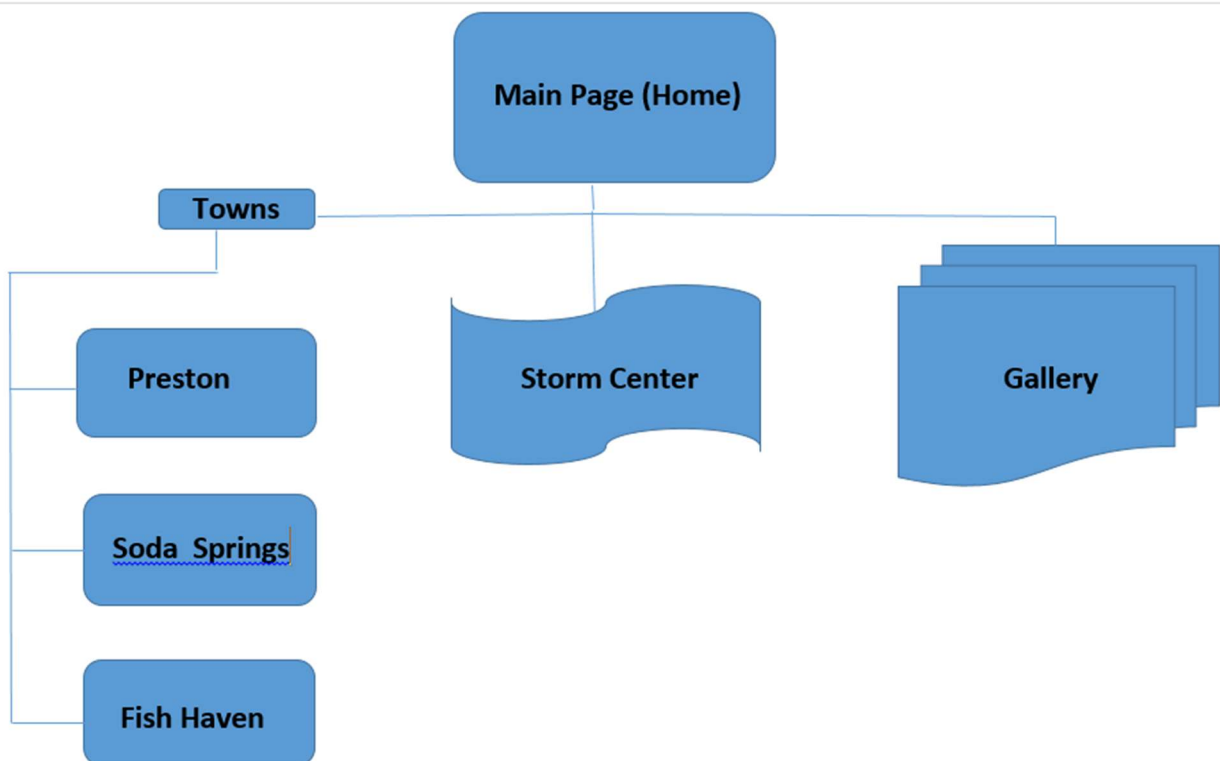
Weather Man

The local weather personnel might need a way to watch and double check multiple sources as they get their reports together.

Outdoor Sports Enthusiasts

For both summer and winter sports, outdoor sports enthusiasts need to know what weather to expect. It could be for winter skiing conditions, or summer hiking conditions, but knowing what to expect helps people schedule and determine plans.

Site Map



Color Scheme

Background: #259F9F

Text: #3A50B3

Buttons/Headers: #FF933A

Misc/Headers/Footers/Paragraphs: #FFC53A

Typography

Object/Item	Font	Size
Default Paragraph Text	Trebuchet MS	15px
Heading Level 1	Georgia Bold	25px
Heading Level 2	Georgia	20px
Heading Level 3	Georgia	18px