

# umbrellaweather.net

## Site plan

### Site Description

The purpose of this document is to plan the design and layout of the umbrellaweather.net website. This document will contain an overview of the site purpose, target audience, color scheme, typography, and website layout.

### Site Name

The site name is Umbrella Weather. The URL is umbrellaweather.net which is available at google domains for \$12/mo.

[https://domains.google.com/m/registrar/search?searchTerm=umbrellaweather&hl=en&\\_ga=2.177619749.1884395510.1558228246-418083882.1558228246&tab=0](https://domains.google.com/m/registrar/search?searchTerm=umbrellaweather&hl=en&_ga=2.177619749.1884395510.1558228246-418083882.1558228246&tab=0)

### Purpose Statement

The primary purpose of the site umbrellaweather.net is to display the weather of the users hometown in the simplest format possible. The purpose is to answer one simple question, do I need an umbrella today?

The secondary purpose is to track large storm cycles that may affect the users area, these areas include Preston, Soda Springs, and Fish Haven.

One other purpose of the site includes a fascinating gallery of tornados.

### Target Audience

The target audience of the umbrellaweather.net website includes:

- Who: office workers, businessman, teachers, field trip planners, campers, communers, students, anyone planning to leave the house
- Age: 14-100
- Technology: anyone with access to the internet
- Income: all incomes
- Motivation: quick look at the weather before you leave the comfort of your house. Planning a weekend away and you need to know how the weather is going to be.

### **Personas:**

#### Sehuli Tehalii

- Occupation: office worker at an insurance company
- Demographic and education: 49 years old. Bachelor's degree in accounting.
- Goals and motivation for using this site: about to head to work, the weather looks okay now but he isn't sure if it will stay that way all day. He wants to walk, but should he bring an umbrella or just drive?
- Social: very active. Often walks to work, or rides his bike, so he always needs to know how the weather will be that day.
- Technology: very good with technology but doesn't want to spend long looking through various pages to find what he is looking for. He just wants a quick answer on the way out the door.

#### Miranda Campbell

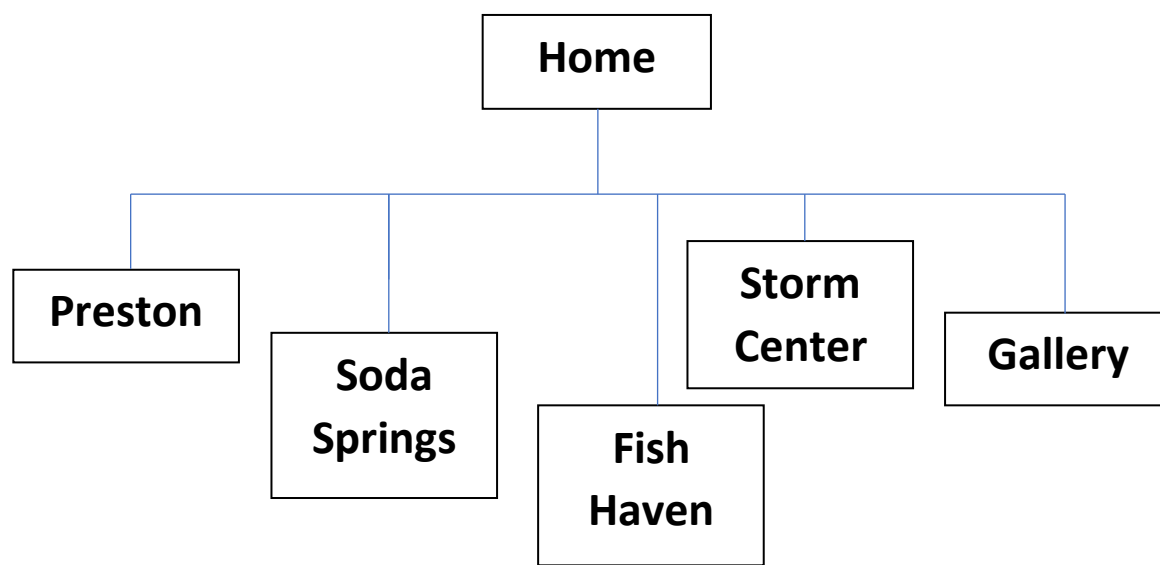
- Occupation: mother of a 10-year-old boy and 5-year-old girl.
- Demographic and education: 38 years old. Associates degree in psychology and behavioral science.

- Goals and motivation for using this site: her son is going camping with his class next week and Miranda wants to know what the weather will be like, so she knows what to pack for him. She just wants to settle her worried mind that he isn't going to be caught in a terrible storm while he is away.
- Social: indoorsy, not very social, her kids are her life.
- Technology: not very tech oriented, she wants a quick easy answer that isn't too hard to find. Doesn't want to interpret all the numbers and graphs on other weather sites and doesn't want to spend a lot of time looking around.

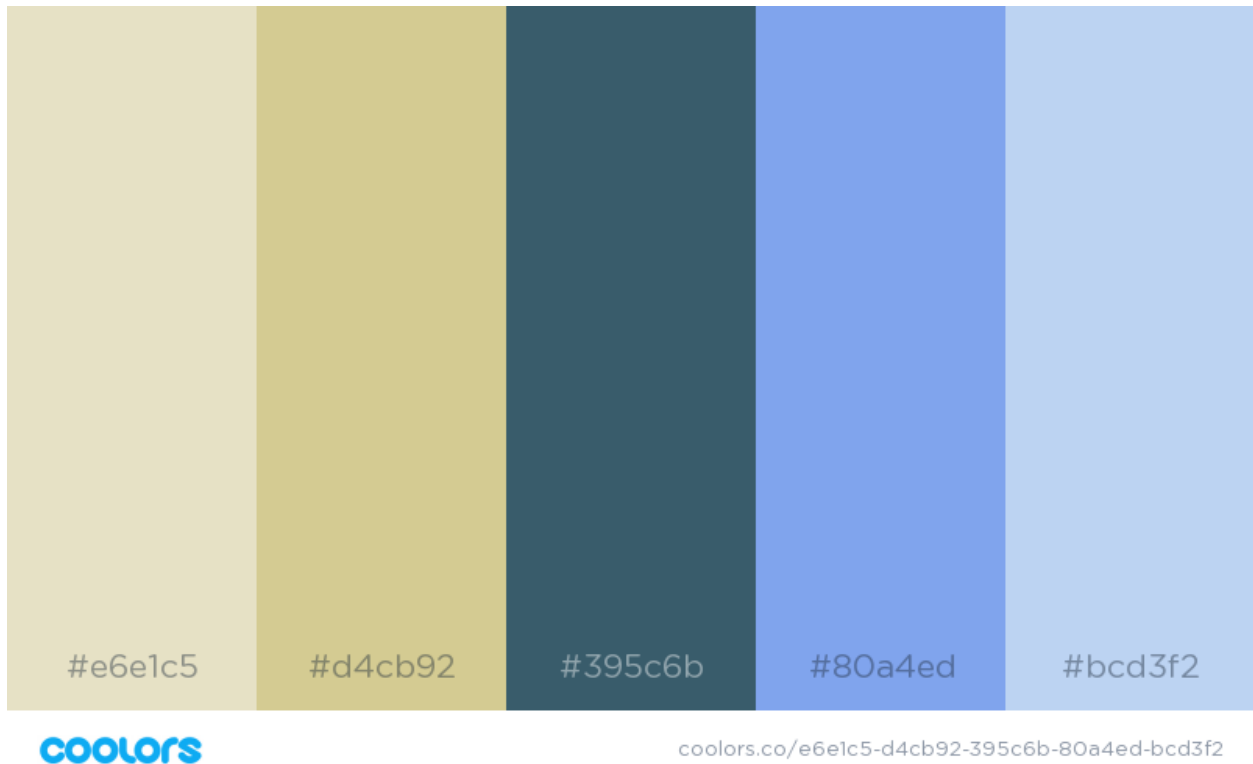
### Scenarios

- What will the weather be like tomorrow?
- How will the weather be for our trip next week?
- Is it umbrella weather today?
- Is that storm on the news coming this way?
- Will it stop snowing soon?

### Site Map



## Color Scheme



## Typography

Heading: Americane Condensed background-#395c6b text-#bcd3f2

Subheadings: Americane Condensed-#d4cb92

Paragraph text: Acumin Variable Concept-#395c6b