



OutdoorWeather.watch

Site Plan

The site Purpose:

OutdoorWeather.watch is a site to plan for outdoor weather events like hiking, rock-climbing hunting and skiing. This site will also have links to local outdoor areas and events.

Target Audience

| | |
|-------------|---|
| Who: | This site will be targeted to people interested in the outdoors and outdoor activities: hiking, climbing, skiing, hunting or fishing. These individuals will be looking for weather in their location or locations they will be traveling to. |
| Age: | 13 to 100 |
| Technology: | Individuals with access to the internet by computer, tablet or phone. |
| Income: | all |
| Motivation: | To make outings more enjoyable and safer by warning of weather not conducive to the desired activity. |

Scenario 1



John Mortenson

Occupation: Outdoor Guide

Goals and motivation for using the site: Needs current weather for outdoor Activity's

Social: Very active individual, enjoys being outdoors and teaching people how to enjoy nature safely.

Technology: Minimalist. iPad Air, Lenovo legend laptop. iPhone 5c

Scenario 2



Sarah Jones

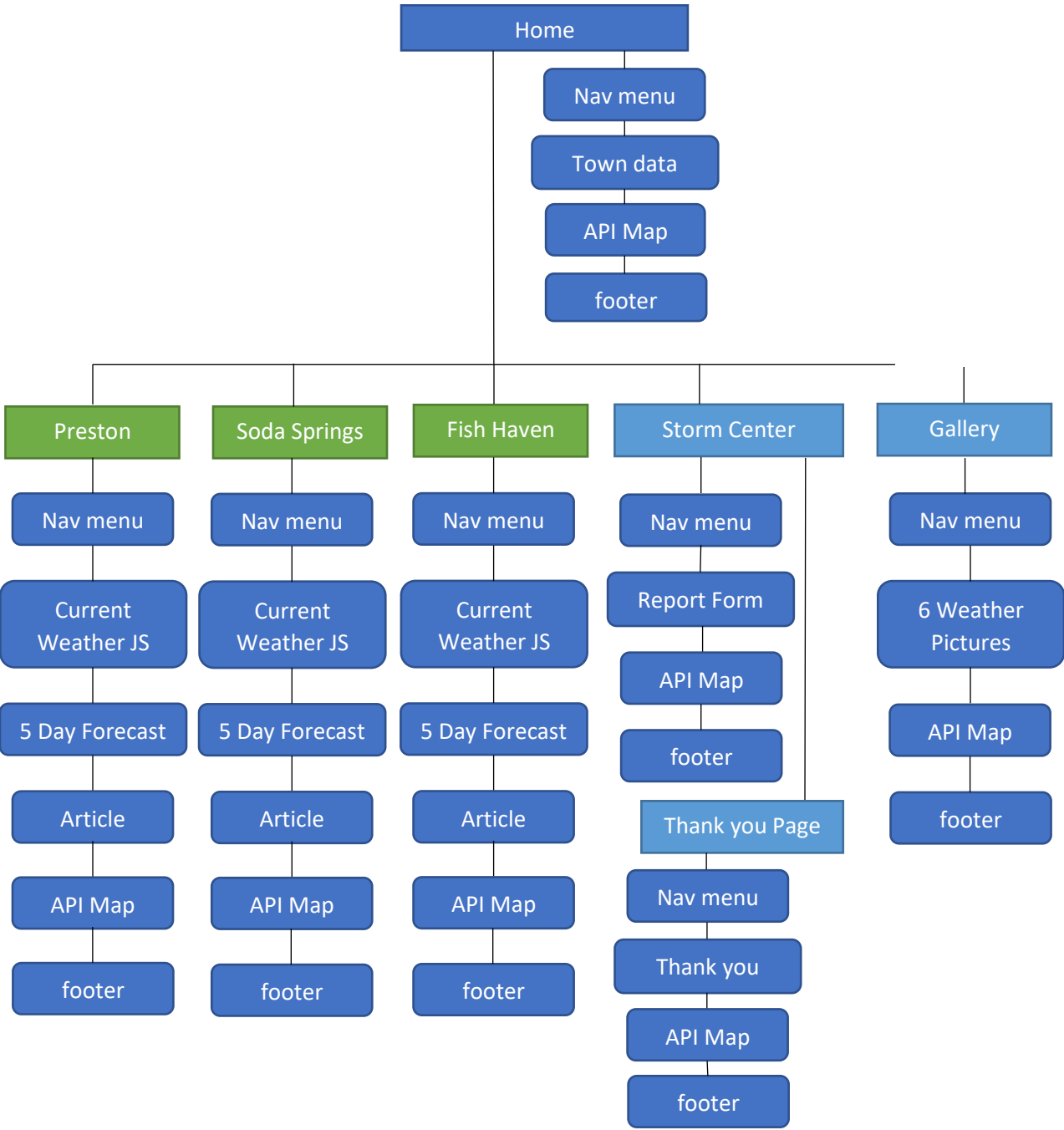
Occupation: Student

Goals and motivation for using the site: With limited time for outdoor activities, she wants to make sure the outing will be enjoyable.

Social: Very active individual, enjoys being outdoors with friends and fellow students.

Technology: Average. iPad Pro, MacBook Pro. iPhone 7

Site Map



Color Scheme/Topography

| | | | | |
|--------------------|--|-------|-----------------------|---------------|
| Site header | OpenSans SansSerif (Google Font) | 32 px | Black / #000000 | Sample |
| Primary Navigation | OpenSans SansSerif | 16 px | White smoke / #f5f5f5 | Sample |
| Heading 1 | Arial | 32 px | Black / #000000 | Sample |
| Heading 2 | Arial | 24 px | White smoke / #f5f5f5 | Sample |
| Paragraph text | Arial | 16 px | White smoke / #f5f5f5 | Sample |
| NAV | Arial | 16 px | Blue / #0000ff | sample |
| Link | Arial | 16 px | White smoke / #f5f5f5 | sample |
| Visited | Arial | 16 px | Darkgreen / #006400 | sample |
| Focus | Arial | 16 px | Black / #000000 | sample |
| Hover | Arial | 16 px | Lime / #00FF00 | sample |
| Active | Arial | 16 px | Red / #ff0000 | sample |
| Footer | Arial | 12px | White smoke / #f5f5f5 | Sample |