



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

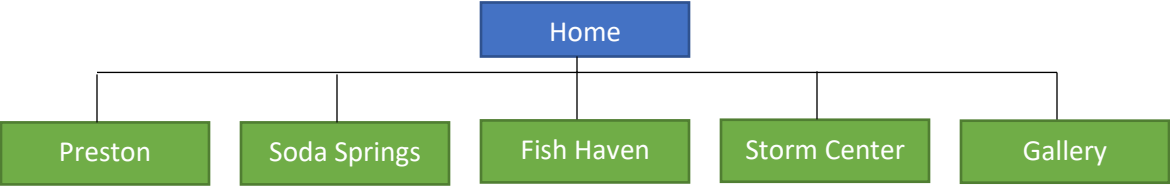
Occupation: Student

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	Arial	32 px	Black / #000000	Sample
Primary Navigation	Arial	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