Site Name
funinanyweather.org

Site Purpose
The purpose of this site is to draw the community together through activities that are dependent on weather, good and bad. The site also intends to encourage people to do outside activities and to garden. Both of these activities are weather dependent, so rather than saying, "It is going to rain," the site will say, "Rain coming. No need to water your vegetables today!" The scope of information will be two-fold: first, to provide detailed weather information for certain localities, and second, to provide information for activities the community can participate in that are weather dependent.

Target Audience and Scenarios
Target Audience #1:
Elderly communities that routinely shuttle their residents to different local activities. They can get on theweatheradventurer.org and make sure the weather is good for their planned activities. If it isn't, they can plan accordingly with umbrellas, blankets, etc…, let their residents know to expect inclement or hot weather, or remake their plans with the sites other information: THINGS TO DO TONIGHT THAT WILL WORK WITH THE WEATHER. Most of the people in this demographic will be fairly wealthy, because those are the retirement communities that have shuttles and organized activities. Many of these people will be educated and want to participate in arts events in the community. Most will be single and female.
Possible Scenarios for this Audience:
+ Is it a good idea to go to the outdoor band concert this evening?
+ Should I wear a jacket tonight to go out to the symphony?
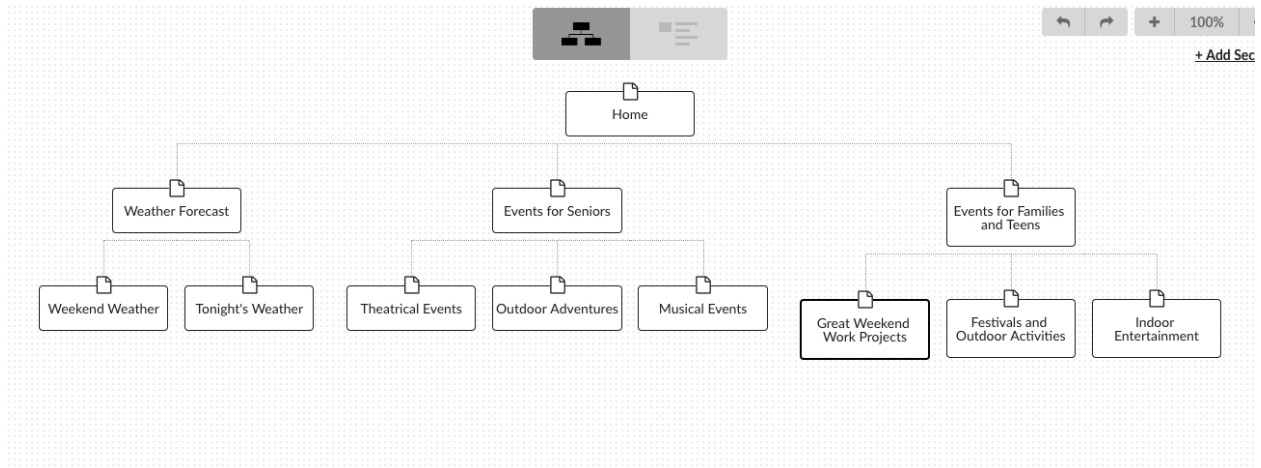+ Should we bring hot chocolate tonight for the community caroling event? Should carol inside or out?

Target Audience #2:
Families with teenage children. These families will have children between the ages of 10 and 13. They will be affluent enough to have time to spend together in the evenings, particularly on the weekends. This will also be targeted to families that plant gardens and work in their yards together, again indicating some degree of affluence and education.
Possible Scenarios for this Audience:
+Will it rain during the outdoor movie festival downtown tonight?
+Should we stay home and water the garden tomorrow morning or go to the beach?
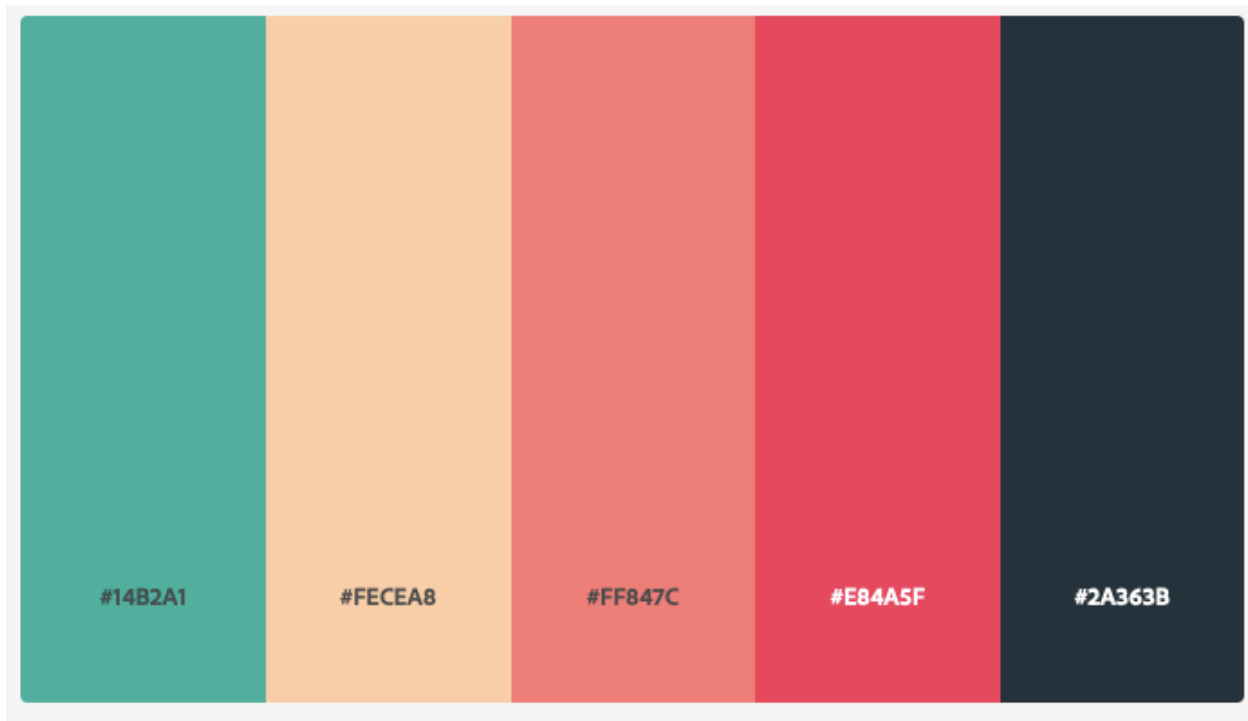+Do I need to run to the store to get emergency supplies in case the power goes out?

Site Map

Color Scheme
Background Color: white
Dominant Color (PRIMARY AND FOOTER NAVIGATION): #E84A5F
Accent Colors: #14B2A1, #FF847C, #2A363B

| #14B2A1 | #FECEA8 | #FF847C | #E84A5F | #2A363B |

Typography
Site Header—GOTHAM MEDIUM—40px—#D4C26A
Primary Navigation—**GOTHAM BOLD—30px—#AA8439**

Footer Navigation—**GOTHAM BOLD—20px—#AA8439**

Heading 1—GOTHAM BOOK—30px—#4B7D80

Heading 2—GOTHAM BOOK—25px—#4B7D80

Heading 3—GOTHAM BOOK—20px—#4B7D80

Paragraph Text—Montserrat Medium—16px—#000000