

Website Planning Document

Tri-City Weather Reporter

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Site Purpose

The Tri-Cities Weather Reporter Website seeks to provide accurate weather forecasting and to report current weather conditions for the greater Tri-City area. The website will provide users with up-to-date weather information, relevant weather related articles, current weather images, as well as a 10-day forecast. It will also provide a very user friendly interface that provides intuitive navigation, to support a positive user experience. The website will also be carefully designed to be responsive, which will allow users to enjoy a pleasant experience on all types of devices; from desktops and laptops, to tablets and phones.

Target Audience

The target audience for the Tri-Cities Weather Reporter website has been divided onto three basic groups or persona's. These groups will be referred to as **outdoor recreationalists**; **farmers and gardeners**; and **outdoor workers**. Currently, there isn't any hard data available to support these findings as this site as it has not launched yet. But by adding Google Analytics to the website, it will be possible to track what users do on this website, which can help to drive future site enhancements. The group identities were derived as a the result of brainstorming about potential customers who would be most likely to use the site on a regular basis. Here is a breakdown of their characteristics.

Outdoor Recreationalists

This group includes those who are interested in the weather for recreational purposes. This group would include those who enjoy a variety of outdoor recreational activities such as outdoor sports, boating, fishing, swimming, river rafting, camping, hiking, or even picnicking. They would generally consist of people from about 12-60 years old. This group would likely be checking the website on the go using mobile phones or other mobile devices. In addition, they would probably be middle to upper income individuals or families as it often takes a fair amount of money to engage in these types of activities. This also means they are more likely to be college graduates or have some sort of technical training or certificate, as this would allow them to earn a good living. Many would be married with children, while some would be single adults or teens.

Farmers and Gardeners

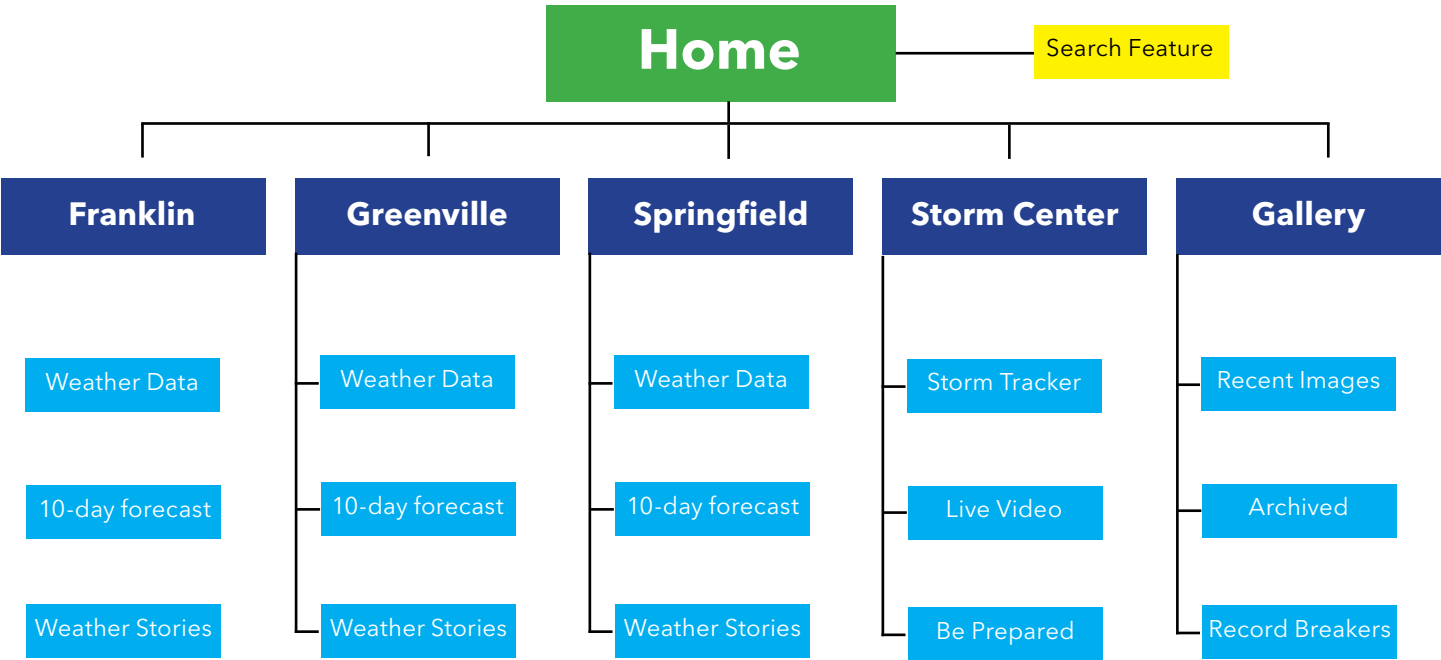
This group would of course include farmers of both crops and animals as well as horticulturists and avid home gardeners. Those who grow plants and raise animals need to keep track of the weather frequently. They depend on it to know when to plant, how much to water, and how to care for their animals. They could potentially use many types of devices to access the site, but it seems likely if they were on the go, they would be using a mobile device. If they have an office, some may choose to utilize a laptop or desktop to access the information as part of their overall planning process, which would be especially true for the professionals in this group. This group would consist of adults, probably about ages 25-65. Most would be married, with families. Income would vary of course, but they would probably earn enough to be comfortable or they may even be wealthy in some cases.

Outdoor Workers

This group includes those who spend time working outdoors in all kinds of weather, such as construction workers, road maintenance workers, house painters, landscapers, arborists, etc. The people in this group will need to know what the weather conditions are going to be on a daily basis as they will need to dress appropriately for whatever weather conditions exist. In addition, many of them will need to know about the forecast to plan for work projects that can only be done in dry or warmer weather, such as painters, builders, or landscapers. This group consists of professionals in their fields, and as such they would be earning a good living. They are also on the go most of the time, as they move from job to job and would likely rely on a mobile device in order to access up-to-date weather information. At the office or at home, they may access the weather site using a desktop or laptop. The age range would be from about 18-65, as these are the prime ages for workers in this group. Most would retire by age 65, because this kind of work is physically demanding. Most would also be married, and many of those would have children living at home.

*I left out a few groups that I had consider at first, such as motorists, because this is a local weather website, and most motorists would rather access a site that can give them a broader picture of driving conditions.

Site Map



This site map is a work in progress as I don't yet have enough information from the client to complete it. As more information comes in, the site map will be adjusted to reflect updates.

Color Scheme

Hex #002E46 RGB (0,46, 70) Color 1

Hex #80BCBE RGB (128,188,190) Color 2

Hex #0A2433 RGB (246,207,124) -Color 3: accent 1

Hex #E67538 RGB (230,117,56)-Color 5: accent 2

Hex #FCFCF5 RGB (252,252,245) -Color 4: main body

Typography

The two main fonts are Baskerville for titles and Avenir for text and navigation. The fonts and colors are still a work in progress, as this is a rough draft.

Site Header	Baskerville Bold	40px	#FCFCF5	Sample
Primary Navigation	Avenir Bold	24px	#FCFCF5	Sample
Footer Navigation	Avenir Bold	18px	#002E46	Sample
Heading -h1	Baskerville Bold	36px	#002E46	Sample
Heading-h2	Baskerville Semi-Bold	28px	#002E46	Sample
Heading-h3	Baskerville Semi-Bold	24px	#002E46	Sample
Heading-h4	Baskerville Semi-Bold	21px	#002E46	Sample
Paragraph	Avenir Regular	16px	#002E46	Sample
Buttons	Avenir Demi	18 px	#002E46	Sample
Highlighted Text	Avenir Demi	16px	#E67538	Sample

Logo

Tri-City Weather Reporter

Accurate Forecasting You Can Count on

Franklin

Weather Data

10-Day Forecast



Franklin Weekly Weather Story

Image

Medium Screen-800px wide

Logo

Tri-City Weather Reporter

Accurate Forecasting You Can Count on

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Weather Data

10-Day Forecast



Franklin Weekly Weather Story

Image

Small Screen -480px wide

Logo

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Franklin Weekly Weather Story

A gray square placeholder for an image.

