

ForecastTrek.com

Purpose:

Efficiently inform the patrons to the site on what the weather is like in their chosen hiking area. With this information they can prepare sufficiently for the various weather conditions.

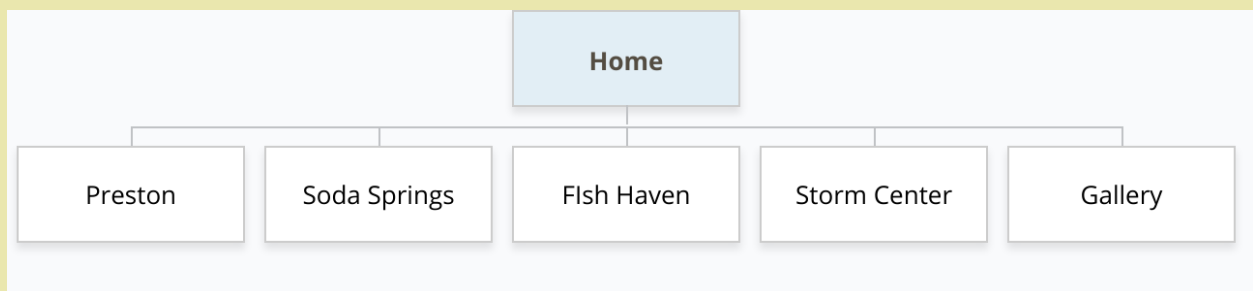
Target Audience:

Men and women with hiking interest, adults training for trail runs, and families looking to explore the outdoors.

Five scenarios:

- Idaho couple planning a hike in various places in Idaho needing to check the weather before going out.
- Individuals training for trail races wanting to get information on the weather in order to know how to dress for the run.
- Family with young children looking to see if the weather is well-suited for a hike.
- Family with teenage children looking to see if the weather is consistent with a hike.
- Individual checking for weather for their weekend hike.

Sitemap:



Color Scheme:

	Med tan	Light tan	Dark blue	Light blue	Dark tan
HEX	#c6bc8d	#eae7ae	#758497	#abcde2	#9c8565
RGB	198 188 141	234 231 174	117 132 151	171 205 226	156 133 101
HSV	49 29 78	57 26 92	214 23 59	203 24 89	35 35 61
CMYK	0 5 29 22	0 1 26 8	23 13 0 41	24 9 0 11	0 15 35 39



Will use the light tan as the page background. The light blue used on links in the navigation bar and the dark tan used in header and footer area. Dark blue with white type to show forecast.

70° F partly cloudy with a 10% chance of showers in the afternoon.

Typography Selections:

Most text will be in the: Montserrat Medium

Titles: Montserrat ExtraBold

Montserrat pairs well with serif font: Lora.
This font will be used in the weather display boards.