

ForecastTrek.com

Purpose:

Efficiently inform the parting to the site, what the weather is like in there chosen hiking area. With this information they can prepare sufficiently for the various weather.

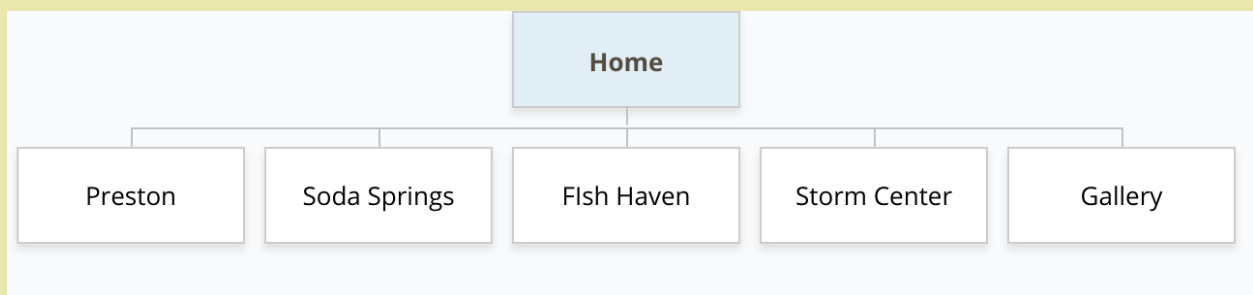
Target Audience:

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

Five scenarios:

- Local couple looking to hike in various places in Idaho needed to check the weather before going out.
- Individuals training for trail races and need to understand how to dress for the run.
- Family with young children looking to see if the weather is compatibles with a hike.
- Family with teenage children looking to see if the weather is compatible with a 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



Like to use the light tan as page background. The light blue used on links in navigation bar. The dark tan to be 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.