

Site Plan

Site Name

The site name will be Idaho Weather and the domain name will be **idahoweather.org** because it is descriptive, and easy to remember.

Site Purpose

The purpose of this site is going to be providing accurate weather information, as well as local weather stories for the general public in 3 Idaho cities: Preston, Soda Springs, and Fish Haven. The site will also provide in depth information on upcoming storms, as well as have a gallery of interesting pictures of weather submitted by the public. The goal for the site is to be the first choice of Idaho residents to find reliable information on the weather and other local information for those 3 cities.

Target Audience

Who: Outdoor enthusiasts, People who like to be prepared for the upcoming weather, People planning on visiting one of these 3 towns or the surrounding areas, and anyone else who is curious about the weather in the areas defined.

Age: 16 to 100

Viewing Device: Smart phones, Tablets, Desktops, and PC's.

Income levels: Any income level.

Motivation: Gather information on current and upcoming weather conditions in order to make plans for outings, vacations, or simply planning a daily outfit.

Personas

Adam Summerhays



Occupation: Cashier

Demographics and Education: 17 years old. High school student with decent grades, and has an after school job.

Goals and Motivation for using the site: Checking the weather to determine the best day to go on a hike with his friends next week.

Social: Has many friends who he enjoys spending time with, goes out with them 3-4 times a week. Loves being outdoors and going camping with his family or the scouts.

Technology: Minimal, uses mostly his Samsung Galaxy smart phone to communicate with friends and family, use social media, watch videos, and only occasionally uses the family laptop to do homework or play online games.

Osa Summerhays



Occupation: Retired dental assistant.

Demographics and Education: 74 years old. Retired, completed high school in Sweden before moving to the United States to get married.

Goals and motivation for using the site: She needs to check the weather to determine what kind of clothes she is going to wear for the day.

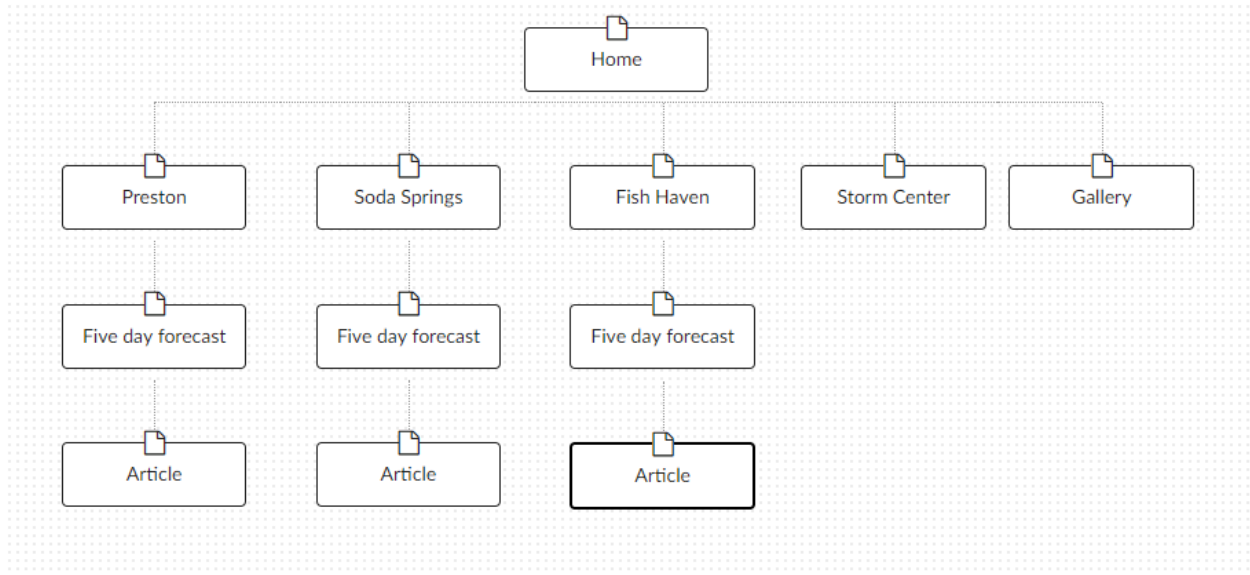
Social: Enjoys card games with her retired friends, and spending time with family. She frequently visits Sweden and goes on cruises to Alaska annually.

Technology: Mainly uses her Apple smart phone to check social media and stay in touch with family and friends. Frequently uses her PC to check the news, make travel arrangements, and pay bills online.

Scenarios

1. Should I wear long sleeves or short sleeves today?
2. Is it going to rain today?
3. It seems hot outside, I wonder if it is sunny enough to need sunscreen?
4. Is this weather going to change any time soon?
5. Is the weather going to be nice enough to have the party outside?
6. I don't want to hike when it's too hot. What is the coolest day next week?
7. Do I need to pack for warm weather or cold weather?

Site Map



Color Scheme and Typography

Site header	Garamond	48px	#a7cced	Sample
Primary Nav	Garamond	24px	#385a7f	Sample
Footer	Yu Gothic UI	18px	#7ea0b7	Sample
Heading 1	Garamond	35px	#000000	Sample
Heading 3	Garamond	21px	#000000	Sample
Paragraph	Yu Gothic UI	15px	#d2ebf2	Sample