

SLCWEATHERGUIDE.COM

Site Plan

Site Name

This website is going to be called SLCWeatherGuide.com. The name of the website will be Salt Lake City Weather Guide.

Site Purpose

The purpose of this site is to help Salt Lake City locals know what the weather is going to be. The information will be regularly update and reliable. The website will have a clean, modern look. It will have pages for the current and future weather and good practices for different weather conditions.

Target Audience

John Monroe



Age: 36

Income: \$60,000

Job: Accountant

Education: Bachelor's Degree

Experience with Weather: Only being outside in different weather conditions and what he has learned from the local weatherman on the news.

Family Status: Married with 2 kids.

Where, when and how he will be accessing the site: He will access the site at home on his phone in the morning before he leaves for work. He will be using his smartphone.

Grace Johnson



Age: 20

Income: \$15,000

Job: Part Time Receptionist and College Student

Education: Currently Pursuing Bachelor's Degree

Experience with Weather: Only being outside in different weather conditions and what she has learned from an environment class.

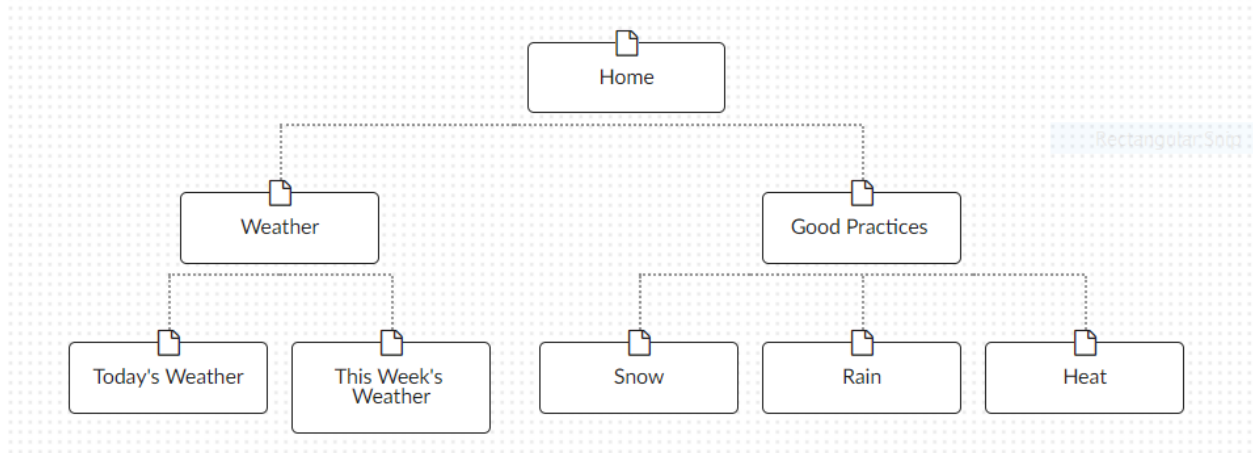
Family Status: Single and lives with roommates

Where, when and how he will be accessing the site: She will be accessing the website on the train in the late morning on her way to class at the University of Utah from her smartphone.

Scenarios

1. Is it safe for my kids to walk home from school today?
2. Do I need to bring my umbrella to work?
3. Do I need to wear my winter coat, or is my sweater enough to keep me warm today?
4. Are the roads going to be snowy during my morning commute today?
5. What will the weather be like next week for my vacation to Salt Lake City?

Sitemap



Color Scheme & Typography – include reference to elements/content

Primary Colors

#FFFFFF - White

#000000 - Black

#7FB7BE – Moonstone Blue

#EFCB68 – Orange-Yellow

#AEB7B3 – Ash Grey

Fonts

Montserrat

Merriweather

Details

- Background: #FFFFFF
- Navigation Bar: #7FB7BE
 - Font: Merriweather in #000000, hover in #AEB7B3
- Body: Font: Montserrat in #000000, accents in #7FB7BE and #EFCB68