

Website Planning Document

Marcelo Campaña

Site name

Weather Keys

weatherkeys.org

Domain price: \$12 per year

Site purpose

Obtain donations and gather a community of stakeholders in order to conduct a study and provide statistics to show how weather and climate change could be affecting the behavior of the population in large cities of the world. Some keys to cover will be:

- Cost of living
- Migration
- Health
- Tourist demand

Target audiences

Who

Primarily, visitors to the site will originate from:

- Scientific community
- Medical professionals
- Government agents
- Students and university communities.
- Tourism agents

Age: 20 to 100

Gender: Any

Education: University students or professionals.

Languages: English, Spanish, German, Chinese or French.

Motivation: take advantage of and/or provide improvements to people by knowing the life trends and key changes related to weather and climate change experienced by the population in the cities where they live.

Devices for visitors: Laptop, smartphone and tablet.

Scenarios:

How could the information provided for this site benefit my community and where I live?

Text to explain how the information on this site could help visitors contribute to their own communities.

How could I be useful to help in this study?

The text explains the three options that the site has to help; Donations, participation in website community, and making scientific contributions.

How could the information presented on this site affect decisions related to public policies that will be implemented in my city or country?

Text to tell success stories and testimonies.

Does this site give me opportunities to be a better student or professional?

Text to tell success stories and testimonies about how participants from other sites have developed projects to improve their communities where they live and thus improved their knowledge and skills.

Can I link with colleagues to improve my knowledge or share information on this topic?

Explain how to participate in the website community to link with peers.

Personas

Name: Roberto Pacheco

Age: 22

Education: Currently, he is pursuing university studies in astronomy.

Occupation: Student

Social: Live with his family in Chile. He is single. Mainly, he is with his girlfriend in his free time.

Technology: Laptop, Cell phone, tablet for academic use.

Name: Cinthia Higgins

Age: 38

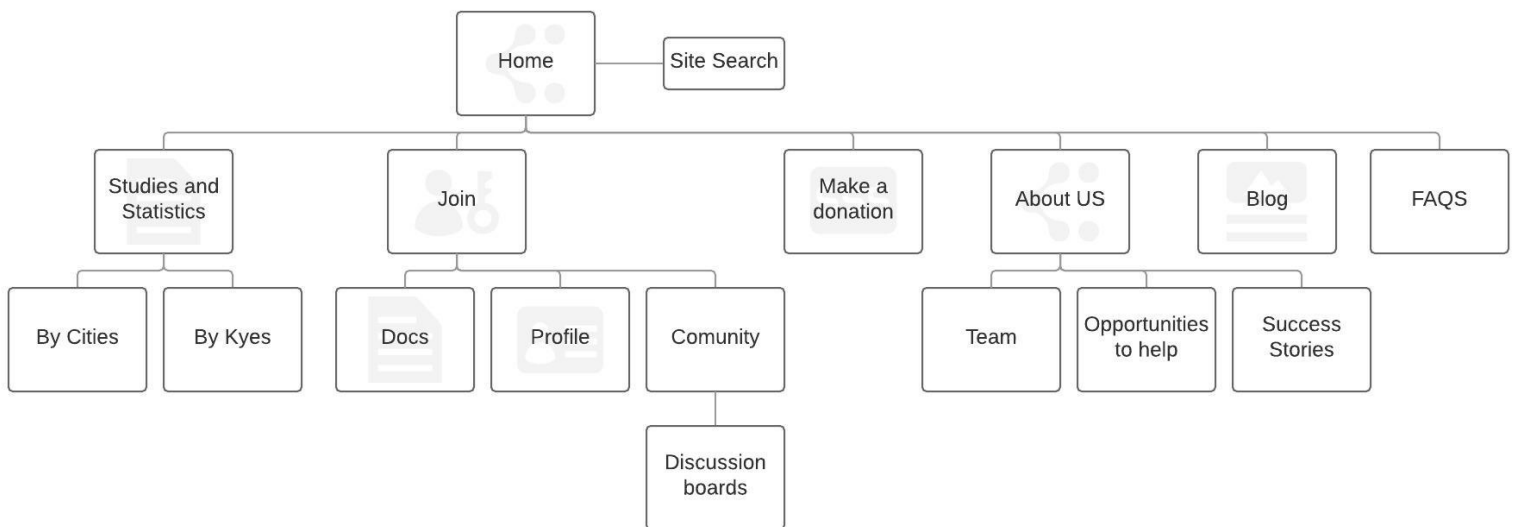
Education: Biologist

Occupation: She studies the consequences of water treatment on the Canadian Pacific coast.

Social: She meets once a month with colleagues from a natural scientific community to study the effect of maritime traffic on marine fauna.

Technology: She use her laptop and cell phone to document each of her investigations.

Site Map



Color Scheme



**Midnight
Blue**
#0B2A40



**Midnight
Blue**
#1A446B



Dark Gray
#B4B4B0



**Dark Slate
Gray**
#0B1118



Dim Gray
#677261

- **Main menu background and footer background:** #0B2A40
- **Site Background:** #0B1118
- **Sidebar:** #677261

Typography

Element	Font	Size	Color
H1	Questrial	30px	#FF8000
H2, H3	Questrial	20px	#FF8000
Default paragraph text	Questrial	14px	#FFFFFF
Primary an footer navigation	Questrial	12px	#B4B4B0
Other Links(a)	Questrial	14px	#B4B4B0