

Site Name and address

The Weather Mania, theweathermaniac.com.

Site Purpose

Provide weather information to plan business trips more efficiently.

Target Audience and Scenarios

Small business that relay on the weather to deliver a service or product.

Personas: Joe's Landscaping, Best Events , Football5, Awesome Windows and My roof is on fire.

Scenarios:

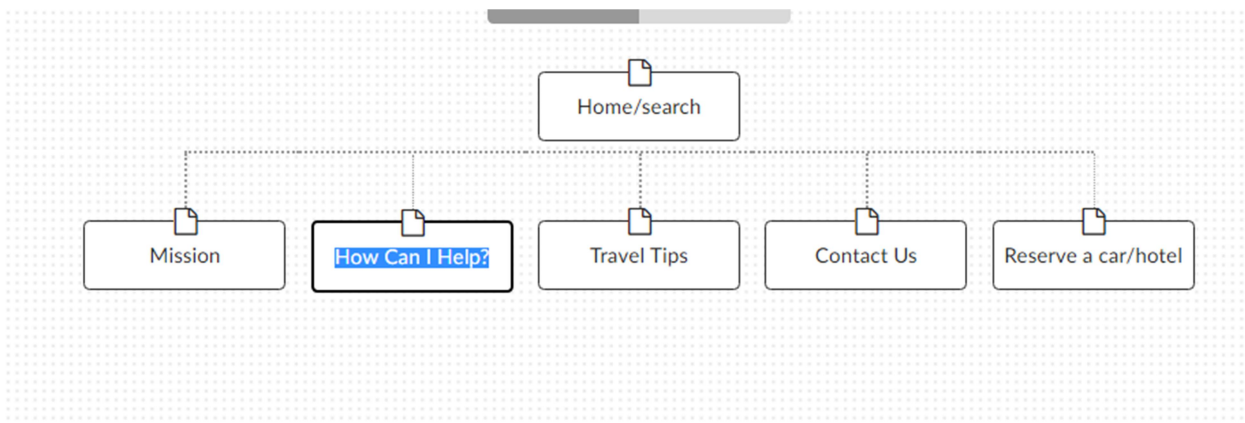
What's the weather going to be on a certain weekend at the city I'm going to work in?

How accurate are the results?

Can the account be managed by multiple people?

Can I reserve a hotel and a car through the website?

Can the site be used for vacation purposes?



Color Scheme

Mission, Color: Blue.

How can I help, color: Green.

Travel Tips color: Light blue.

Contact Us color: Gray.

Reserve a car _hotel: Brown.