



Description

The purpose of this document is to describe the Umbrella: Weather website, its purpose and intended audience, utilization scenarios, and other aspects such as its organization and structure, elements of style, etc. It is to be used as a planning and elaboration tool for the personal site to be developed this semester as part of the CIT 230-07 course.

Site Name

Umbrella: Weather is the name of the site, with the domain being: **umbrella-weather.com**. The name and logo display the main purpose of an umbrella which is to protect from unforeseen events related to weather and climate.

Purpose Statement

The main purpose of the website is to provide accurate and quick information to educate and inform users about weather conditions so that they can make better decisions related to their daily activities, hobbies, events, etc.

Target Audience

The target audience includes a great variety of profiles, from people just trying to see the weather for curiosity, to individuals that depend on the weather to accomplish tasks and succeed in their day-to-day activities.


Who: Outdoor enthusiasts, householders, teenagers, drivers, commuters, event coordinator,

Age: 13 – 90+

Work status: People that work outside such as tour guides, law officers, sport coaches or refs, motorcycle drivers (delivery), any other employee that has to commute.

Motivation: To be aware of weather conditions and make appropriate decisions to increase success in daily plans and tasks.

Personas



Bio

Tyler is in his fourth semester of his Quality Assurance major. To pay for school, he has a part-time job as an Uber driver. He drives to the beach every weekend with his friends to surf for a couple of hours. He also does some video editing and photography of their surf trips.

Personality

Introvert	Extrovert
Loyal	Fickle
Analytical	Creative
Passive	Active
Thinking	Feeling

Tyler Smith

Age: 24
Occupation: Uber driver, student
Status: Single
Location: Orlando, FL

other activities

Surfing

Parasailing

Filming


Photography

Goals

- To plan surfing trip two days prior to the weekend.
- To plan daily hours for Uber.
- To prepare video equipment for surf trip.
- To determine if he gets to school using public transportation or his car.
- To understand weather patterns that could cause rough waters.

Frustrations

- Too many weather apps with different results
- Increase in traffic due to weather condition.
- Surfing trips ruined because of rough waters.
- Not able to work enough hours because of unexpected weather.



Bio

Donna practiced and danced ballet at a high level until she married at 23. She started running races as a way to exercise. She has a 4-year-old daughter who motivated her to start a small ballet class for little girls, which is also another income to support her husband.

Personality

Introvert	Extrovert
Loyal	Fickle
Analytical	Creative
Passive	Active
Thinking	Feeling

Donna Rogers

Age: 30
Occupation: stay-home mom, part-time ballet teacher
Status: Single
Location: Draper, UT

other activities

Running

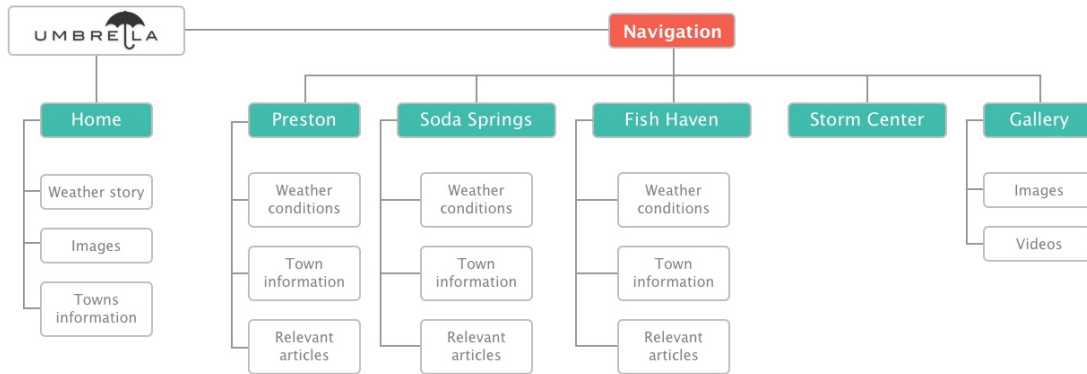
Hiking

Goals

- To keep a healthy life by running 6 miles every day.
- To plan teach three ballet lessons per week.
- To prepare for one marathon a year.
- To help the family financially.
- To plan ahead the days she'll train indoors.

Frustrations

- Not able to run outside due to weather conditions.
- Not many girls attending class during rain and snow season, which represents a business loss since students pay per class.
- Not being able to pay studio rent during winter.



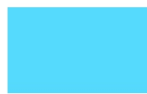
Colors



#41BBAC



#23807E



#55DAFD



#EBA184



#D86E89



#F55F50

Text

Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.



text-01
#455A64



text-02
#78909C



text-02
#F9F9F9



link
#D86E89



error
#F54B5E

H2/30-Regular-Slate

```

/* H2/30-Regular-Slate: */
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font-size: 30px;
color: #455A64;
letter-spacing: 0.38px;
text-align: center;

```

H3/24-Regular-Slate

```

/* H3/24-Regular-Slate: */
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color: #455A64;
letter-spacing: 0.4px;
text-align: center;

```

Paragraph/16-Regular-Slate

```

/* Paragraph/16-Regular: */
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letter-spacing: 0;
line-height: 26px;

```