

Website Planning Template for WeatherCare.com



Herbert Moscoso
CIT 23

Target audience

They are important to most aspects of day to day life, including aviation, boating, other modes of transportation, farming, tourism, sports, etc.

First responder Without accurate weather forecasts people involved in activities like the ones I've listed may end up in dangerous situations they were unprepared for and end up injured or worse.



Brett Smith (19)

Private Pilots need to know the weather to plan their flights, sailors need to know what the weather will be like to plan their activities,



Joyce Dye (85)

Montana Farmer in Shelby, Montana located in Toole County. need to know what the weather will be like to help them plan watering, fertilizer and pesticide application, and harvest activities. Pride of ownership is evident throughout the Farm – there does not appear to be any deferred maintenance projects. The majority of the perimeter fencing has been removed and replaced with new fencing. The Farm offers a unique opportunity in the burgeoning Gallatin Valley to own a solid low-overhead agricultural property with strong senior water rights.



Julio Villegas (37)

Homeowners Insurance agent. ail, wind, and plumbing or appliance leaks followed fire as the most expensive claims.

While weather-related claims are most common, fire causes the most expensive claims, accounting for nearly one quarter of the total claim costs. Fires are often caused by appliance and machinery misuse or failure, electrical problems, including wiring or outlet issues, and cooking.

Shu Yong (24)



Amateur canoeist. I'm on an ice floe, in the middle of the St. Lawrence River. The shriek of sheet ice folding in on each other is deafening and the cement wall on the riverbank passes me like a train. Except it's not moving – I am. Me and the fibreglass ice canoe that bore me here. I truly can't imagine how I'm going to get back to land. I'm spent, bruised

and battered. I've got nothing left.

Here lies the problem, though: If I'm going to get to shore in one piece, it will be under my own steam. We're all in the same boat (if you'll pardon the pun), the five of us who share this canoe. And so, at the leader's signal, I ignore the thunderous pain in my butt cheek, lower my knee into the specially built cradle in the canoe and push off with the opposite leg. Over the jagged panes and peaks of shifting ice, we push. I need to track the cold weather



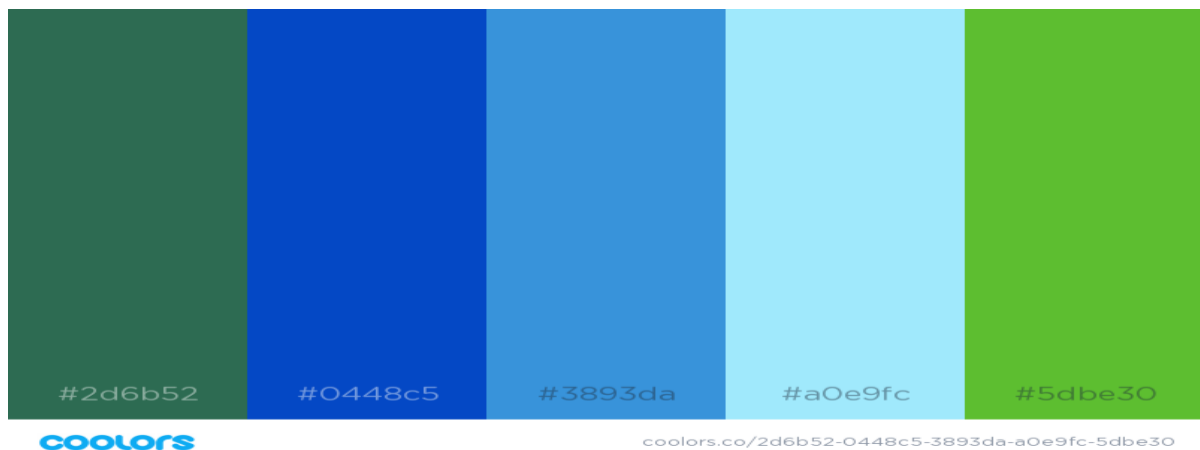
Reggie Roby (57)

Couch of the University of Iowa, team.

He is aware that colder muscles are less efficient muscles. He needs to track cold weather for training and competitions. While athletes' bodies are able to acclimatize to the heat, they cannot do the same as effectively with cold weather. Heat acclimatization is a practice in which athletes are gradually exposed to regular heat challenges in training over a period of 10 days. This practice allows athletes to perform better when forced to play in extreme heat. Nerves that send signals from the brain to the rest of the body move slower when it is colder, which means that reaction time is slowed, impacting team performance. "Muscles themselves become stiffer so they're not as pliable and they can't move as rapidly, If you're not delivering blood flow and nutrients to the area as quickly, then your muscles don't have as much energy to do their work." Colder, stiffer muscles that aren't working as efficiently are also more likely to tear, making strains more common in the cooler weather.

Color Palette

<https://coolors.co/2d6b52-0448c5-3893da-a0e9fc-5dbe30>



Primary	Secondary	Accent	Accent	Accent
#2D6B52	#0448C5	#3893DA	#A0E9FC	#5DBE30

Typography

Heading Font: Helvetica

The landing page needs to be displayed on phones tablets and computers to optimize identification of the different parts of the website in less than two seconds. The Helvetica font is neutral and appealing to our target audience and used on websites of companies that represent solid products and services.

Paragraph (Body copy) Font: Arial

Arial is standard for websites and displays very well on mobile devices and because the paragraphs will contain detailed information this choice will improve the time that the user spends on the site.

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Main Navigation

The landing page will have a simple basic look and feeling with a main navigation tab that changes colors depending on the status

Home	Events	Maps
Home	Events	Maps
Home	Events	Training

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Link:hover : [#5DBE30]

Link:active: [#A0E9FC]

HTML Elements

Links

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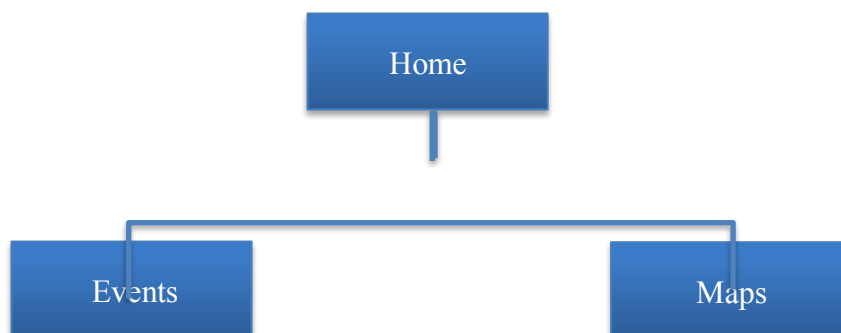
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Link:hover : [#ff9933]

Link:active: [#0448C5]

Layout

Site Map



Wireframes

