

# UmbrellasUp.com

## Website planning document

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### Site Name

My weather site is named Umbrellas Up.

The domain, umbrellasup.com is currently for sale at

<https://www.domainmarket.com/buynow/umbrellasup.com> for \$2,288

### Site Purpose

The purpose of the site is to provide real-time weather updates for three local cities. It will also include storm tracking and a gallery

### Target Audience and Scenarios

#### Personas:

**User:** Families

**Demographics and Education:** All ages, minimal understanding of weather

**Goals and motivation for using the site:** Find out the forecast is for a local city

**Social:** Active, enjoys being outdoors and with other people. Enjoys and seeks out new experiences/adventure.

**Technology:** Varies. Uses phone for most research/reading, but occasionally uses laptops or tablets.

**Quote:** "I want to make plans for the weekend and need to know the forecast."

**User:** School athletic director

**Demographics and Education:** 30+ years old, college degree in management or other.

Limited weather expertise.

**Goals and motivation for using the site:** Check the forecast for an upcoming game or event and make final decision on cancellations.

**Social:** Active, usually attends as many of the school's activities as possible.

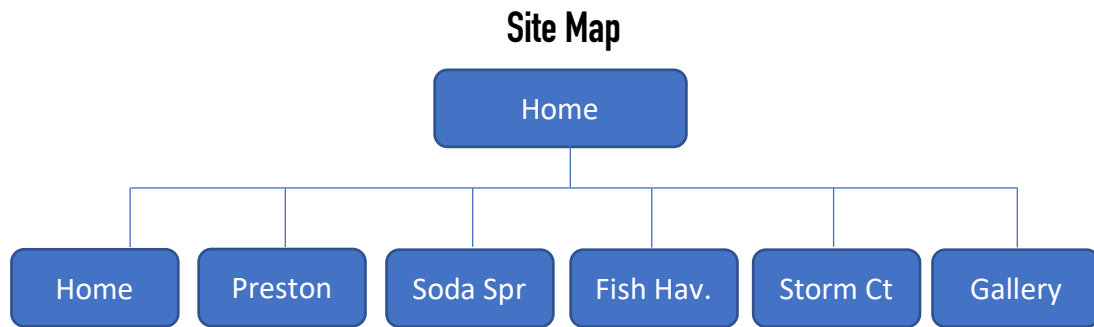
**Technology:** Mostly uses cell phone while traveling to/from meetings and activities.

**Quote:** "I'm going to a game tonight. Should I take a rain jacket?"

#### Scenarios:

1. I want to make plans for the weekend and need to know the forecast.
2. I'm going to a game tonight. Should I take a rain jacket?
3. Do my kids need a coat for recess at school?

4. I heard rumors of an incoming storm and want to get more information.
5. I want to show my kids some pictures of nearby towns.



## Color Scheme

Primary colors, accents:

#000066: Main menu bar

#3366ff: Menu items

#ffff00: Accent throughout (text, images, etc.)

## Typography

Candara will be used throughout for site content throughout. **DIN, a bolder and stronger font, will make up the headings and titles.**