

YourCountyWeather.com

Site Name

The name of the site is YourCountyWeather.com. It will host weather information for the user's local country.

Site Purpose

The Purpose of YourCountyWeather.com is to provide fast and accurate information about the weather. The weather information given will be simple to read and easy for the user to understand. Weather information will be provided for the cities and surrounding townships of Preston, Soda Springs, and Fish Haven. There will also be a storm center, so user can get accurate information about current and incoming turbulent weather. Other than an income storm information, weather detail of over locations will not be given.

Target Audience

The typical visitor will consist of the following personas: Parent, CMV (Commercial Motor Vehicle) Driver, Contractors and Outdoor enthusiasts. Each will persona will have a description which is followed by scenario of how they would use YourCountyWeather.com.

Personas

Parent

An individual who is responsible for their own child. A parent will want to have weather information to plan for family activities or to dress their child to accurate the weather. This persona is extended to relatives like grand-parents, aunt and uncles.

Age – 22 to 70

Education – High School to bachelor's degree

Income – 40,000 to 70,000

Scenario

Allan Whitterman is a father of a family with 3 children, ages 6 - 11. He works Monday through Friday, 9am to 5pm. He loves his family and enjoys his job. His wife Marie work a part-time job while the kids are in school. This part-time job requires a time small commitment each week-end. Allan wants to plan time every Saturday or Sunday to have a family activity. Allan thinks that going to the zoo is a great idea. Allan pulls out his phone and uses its web browser to look up local weather and is directed to YourCountyWeather.com. Because the site is easy to read he finds the weather for this weekend quickly. Turns out it will rain all day Saturday and going to

the zoo would be a big mistake. Thankful for this information, he changes his plan for the weekend to something else.

“What is the weather this weekend?”

“Will I need to wear a coat?”

“When will the sun go down?”

CMV Driver

A CMV driver is a professional driver licensed to operate a commercial motor vehicle. They include truck drivers and bus drivers.

Age – 25 to 55

Education – High school

Income – 25,000 to 55,000

Scenario

Gloria Bolga is the transportation director over the county’s schools. She and her colleagues new for some time now knew that a snowfall was expected. She is responsible for determining if the roads would be safe for transporting children to their school and back. She can not just “play it safe” and cancel school because there are a maximum allowed snow day and going over that limit will extend the school year. Using a computer, she looks up local weather information about the snow and is directed to YourCountyWeather.com. She sees the information about the snow, but she needs more detail information. In the menu she sees, an option called “Storm Center” and clicks on it. She learns that though there will be significant snowfall at first it will quickly stop. The snow plows will be plenty of time to clear the road. She decides to not cancel school, and disappointed children everywhere.

“Will I come across any bad weather on my route?”

“Will the snow be dangerous to drive on?”

“How to find information on an incoming storm?”

Contractor

A person or company that undertakes a contract to provide materials or labor to perform a service or do a job. A contractor is a business owner, whether that business is an organization of 100 men or just the contractor’s individual skillset.

Age – 16 to 50

Education- Highschool to bachelor’s degree

Income - 50,000 to 85,000 Can be more or less depending on amount and scope of their contracts.

Scenario

Gordon Blevins and his team are contracted to build a house. Gordon has only been leading teams for 2 years. Last year he was over the dead line for two contracts due to rain and decided to change his work policy. Rain makes work unproductive and at worst dangerous. Because of unusual weather patterns, Gordon is at risk of going over his deadline again. He needs to get an accurate forecast to plan when to how when to expect delays and what days to work his team extra hours. Using his beat-up smart phone, he looks up a local weather forecast and is directed to YourCountyWeather.com. He reads the forecast for the week and keep detail information for each day. He dislikes asking his team to work longer but it looks like due to rain early in the week they will have to spend a few extra hours each day to make up for it. He lets his team know and they have no problems working the extra hours. Gordon can meet his deadline.

“What is the forecast for the next week?”

“How much rain will I expect on Wednesday and Thursday?”

“Is there a weather app for me?”

Outdoor enthusiast

An outdoor enthusiast enjoys being outdoors. The activity they partake of include hiking, camping, climbing and river sports. This persona is extended to include those with interest in fitness and sports.

Age – 14 to 40

Education – As this persona captures a hobby the education is widely varied.

Income – As this persona captures a hobby the average income is widely varied.

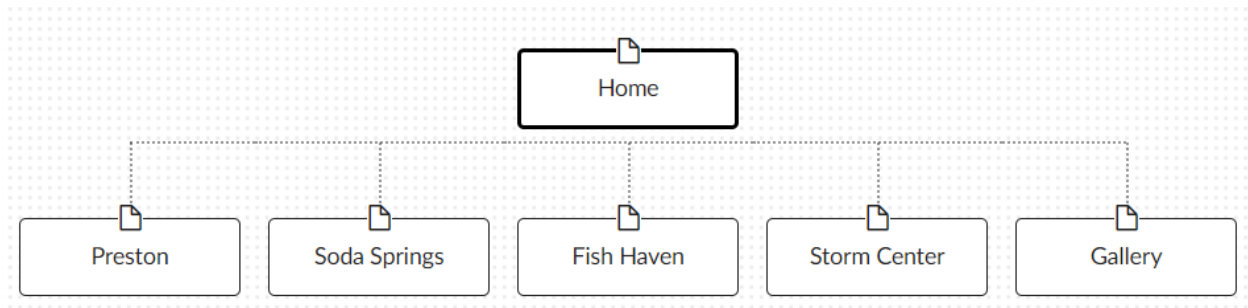
Scenario

Hunter Lefty is enjoying his summer break from high school. He just bought a new hiking bag and is eager to try it out. He managed convince his neighbor to go on a 3-day hike with him. Both being experience hikers they know not to go alone and to tell people where the are going and when to expect them back. They planned their route through a nearby mountain to find the soda spring in Soda Springs and began packing. As they packed they realized that even though it has been a dry summer they should a least check the weather. Hunter used his smartphone to look up the forecast for Soda Springs. They checked YourCountyWeather.com and saw that the days wanted to go on their hike had scatter showers, mostly overnight. Hunter and his friend decided it would be fun still and the rain might make the hike a less sweaty experience. They altered their packs to make sure they had waterproof bags and tents. They left for their hike and found the legendary soda spring of Soda Springs.

“How much rain is expected?”

“What is the weather in the next town over?”

Site Map



Color Scheme



colors

colors.co/568eea-414751-55adb7-c09989-ea6955

Primary – #55adb7

Secondary - #568eea

Accent 1 – #ea6955

Accent 2 - #414751

Accent 3 – #c09989

Typography

Object/Element	Font	Size	Color
Site Header	Merriweather	40px	#55adb7
Primary Navigation	Merriweather	30px	#568eea
Footer Navigation	Work Sans	20px	#c09989
Heading 1 (h1)	Merriweather	35px	#55adb7
Heading 2 (h2)	Merriweather	30px	#55adb7
Heading 3 (h3)	Merriweather	25px	#55adb7
Heading 4 (h4)	Work Sans	20px	#55adb7
Paragraph text	Work Sans	16px	#414751