

Nate Petersen  
Brother Odom  
CIT 260  
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# weatherornot.today

## Site Name

This website is going to be called weatherornot.today. A clever name that in and of itself gives a good indication of what the website intends to accomplish.

## Site Purpose

The primary purpose of the weatherornot.today website will be to help our typical website user to decide if the weather forecast for any given day will allow them to accomplish whatever type of outdoor activity or event that they have planned, or help them to plan such activities. My initial vision is to provide the outdoor sports enthusiast with enough localized information to decide if it's worth driving to a certain trail to get in their weekly mountain bike ride, or whether the weather will dampen their plans for the day. The site will generate revenue by displaying advertisements and affiliate links that fit the interests of our target audience. If the concept and purpose is fully realized, the target audience can expand.

## Target Audience & Scenarios

The target audience of the weatherornot.today website is outlined below:

- **Who:** Outdoor sports enthusiasts, event planners, venue owners and others needing up to the minute weather information for their outdoor plans.
- **Age:** 12 and up
- **Income:** All income levels will visit the site, however, we'd like to specifically target, through advertising outdoor sports enthusiasts that typically have an income of \$60,000 or above.
- **Motivation:** Give site visitors the information they need to make decisions on their outdoor activities and events.

## Personas

### Fictitious Person Persona 1

- **Occupation:** Professional
- **Demographics & Education:** 37 years old, married with children, bachelor's degree.

- **Goals & motivation for using the site:** Fictitious Person wants to determine if his mountain bike riding plans for Saturday will go through or be hampered by poor weather conditions.
- **Social:** Cycling enthusiast, many of his social interactions are with like-minded cyclists.
- **Technology:** Mobile smart-phone device and desktop computer.
- **Quote:** “I just want to improve on my last personal best.”

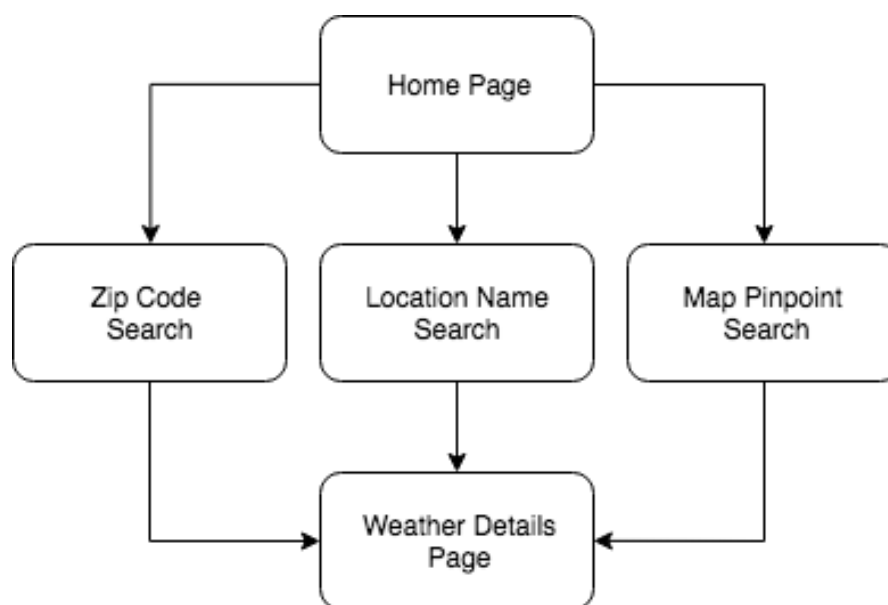
### Fictitious Person Persona 2

- **Occupation:** Professional Event Planner
- **Demographics & Education:** Mid 20's, single, bachelor's degree.
- **Goals & motivation for using the site:** Making sure that the weather will be cooperative for her client's outdoor wedding reception, if not then execute an alternate plan.
- **Social:** Not much social interaction outside of close friends and family. Very busy with her occupation.
- **Technology:** Mobile device.

## Scenarios

1. Will my mountain biking trip to Moab have good weather?
2. Will the weather be cooperative on my wedding day?
3. Will there be enough snow for my skiing trip?
4. There is supposed to be rain tomorrow, when will it be done raining?
5. Is my relative's home in the projected path of that hurricane?

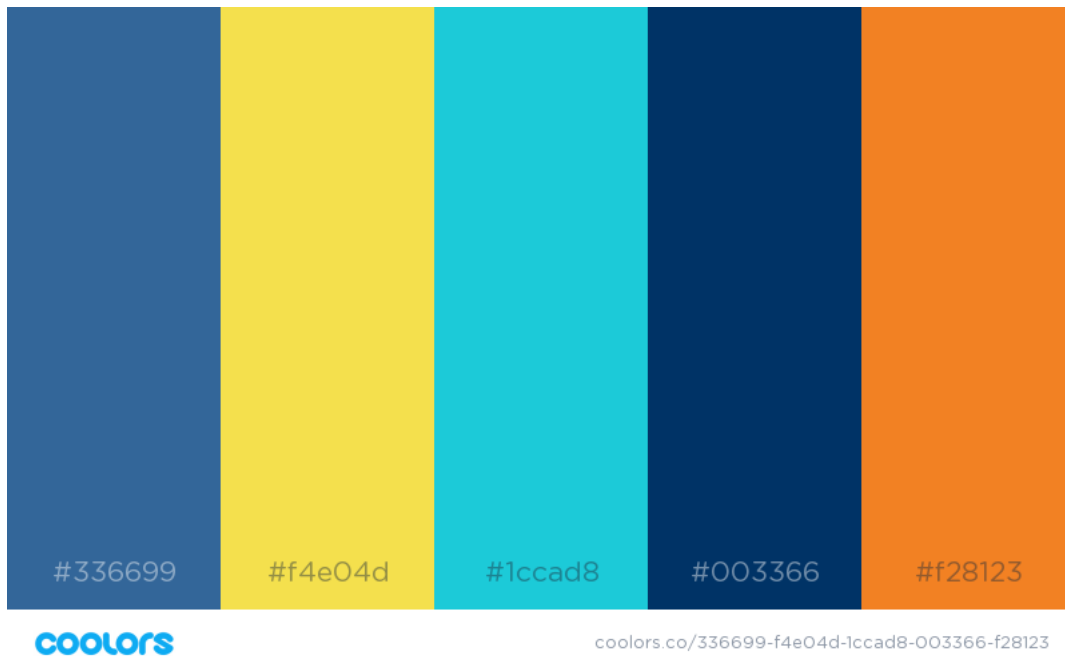
## Site Map



## Style Guide

### Color Scheme

These colors describe the background, text, links, highlights and logo images of weatherornot.today.



Primary text color: #003366

H1 – H6 color: #336699

Link color: #1ccad8

### Typography

Google Fonts Muli: <https://fonts.google.com/specimen/Muli?selection.family=Muli>