



Site Name

Weather It
weatherit.com

Domain Initial Cost: **\$5,255.00**

Purchase from namecheap.com as a premium domain, Renewals at **\$12.98/yr** thereafter.

Just as location is key for a business trying to gain business from traffic driving by, a domain name can make a big difference as well. The .com extension is still the most popular and people naturally type that first. This domain name is short and catchy so people can remember it easier. The price is not that expensive considering the long term benefit.


Site Purpose

The purpose of weatherit.com is to be a local resource for the communities of Preston, Soda Springs, and Fish Haven in helping them to quickly find the current and upcoming weather. Some key objectives are to provide a website that is quick for slow Internet users and provide storm tracking and warnings to people in these communities. Many of the residents travel through the mountains regularly. Many outsiders also travel to or through these areas. Cell data access is sometimes slow as well as home Internet. This website will provide a radar view of the area and also provide access to different Live Cams in higher elevations so the traveler can make informed decisions. Allergy reports will also be quickly and easily accessed.

Secondary, this site will be to learn how to be prepared for extreme weather and traverse it as safe as possible. Articles will be provided by local authors that will provide information pertinent to the area. Let's weather it together!


Target Audience and Scenarios

- **Audience:** Idaho Residents or visitors to the communities of Preston, Soda Springs, and Fish Haven.
- **Age:** 14+
- **Technology:** Connecting into the nationwide weather system and Sickweather as well as providing Live Cameras in higher elevations. Anybody can access for free via a smart phone or computer. Advertising costs will be a method of supporting itself.
- **Income:** Any
- **Motivation:** To be informed on the weather for safety and health

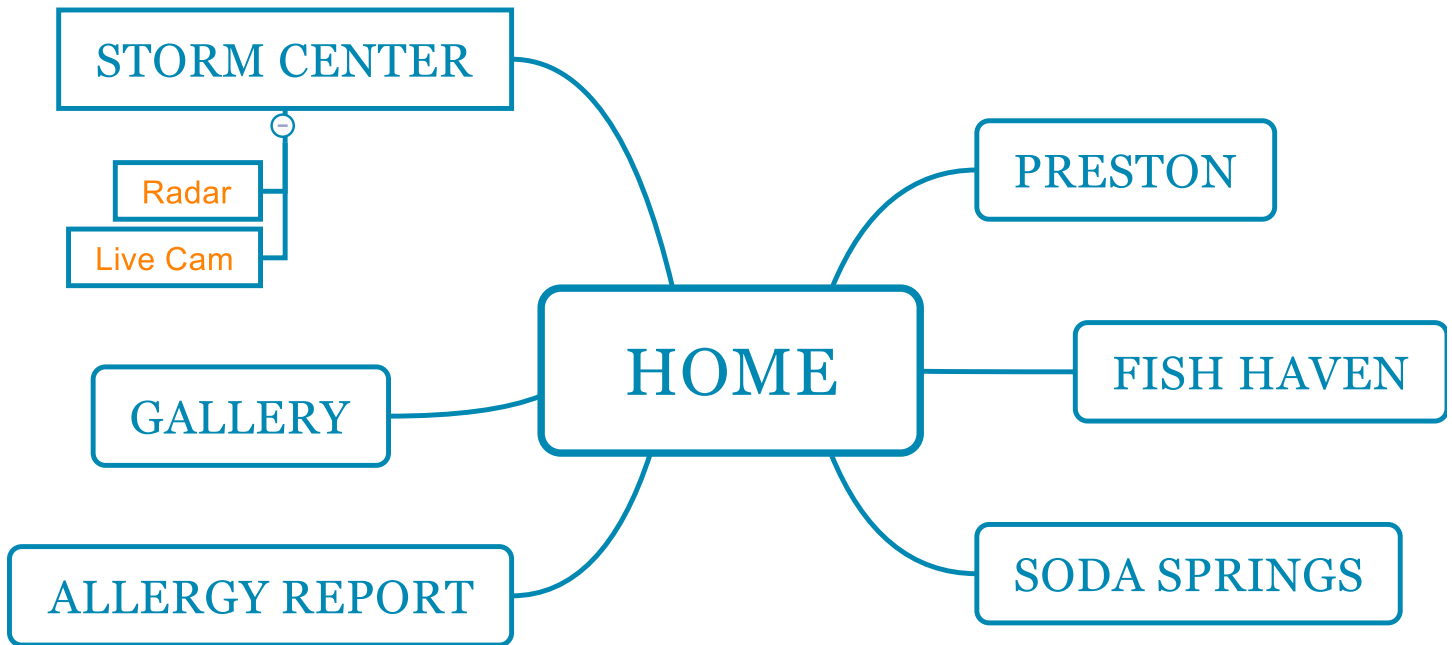
Persona:	Construction Worker
Photo	
Fictional Name	Bill Maxwell
Responsibilities	Travels to different locations to construct or repair buildings
Demographics	<ul style="list-style-type: none"> • 38 years old • Married • Father of 4 children • Has a degree in construction
Goals and Tasks	<p>He is a long term resident and has helped many throughout the years. He hopes to continue to provide for his family while being safe.</p> <p>Spends his work-time:</p> <ul style="list-style-type: none"> • Working outside in all weather conditions • Traveling through mountainous terrain
Environment	He is familiar with technology and because he travels a lot a tablet or smart phone will be what he uses the most. The Internet at home is slower than normal because of the rural area that he lives in.
Quote	"I need to know what I am up against as I travel through the mountains and as I work outside."










Persona:	Mother with allergies as well as her children
Photo	
Fictional Name	Kari Hawthorne
Responsibilities	Mother in the home and helping family be healthy and happy
Demographics	<ul style="list-style-type: none">• 29 years old• Married• Mother of 6 children• House wife
Goals and Tasks	<p>She is an outstanding and involved community member. She hopes to be informed to know when and how to prepare for allergies in the area. Her children also suffer from allergies and keep her occupied if they are not feeling well.</p> <p>Spends her work-time:</p> <ul style="list-style-type: none">• Caring for her children• Buying, cooking, and storing food for the family• Housekeeping• Maintaining the home
Environment	She has access to the local cable Internet which gives somewhat reliable service. She will view the allergy report on a desktop machine at times but also on the go can check for updates on her mobile device. A few of the older children also have access to tablets or phones.
Quote	"It's miserable to meet the allergy season unprepared!"

Site Map



Color Scheme

This website will use the following colors:

	hex: #0088b2	rgb(0,136,178)	Primary color
	hex: #ff8103	rgb(255,129,3)	Contrast color, used minimally
	hex: #03c3ff	rgb(3,195,255)	Hover or highlighting colors
	hex: #ff8e1d	rgb(255,142,29)	Hover or highlighting colors
	hex: #b25a01	rgb(178,90,1)	Hover or highlighting colors

The site will only use:

Raleway (Google Font API) or sans-serif if that is unavailable

Here is how it is expected to be used:

Usage	Font Size	BG Color / Font Color	Weight / Style	Example
Motto	1em	BG: #0088b2 FC: #fff	Bold <i>Italic</i>	<i>Example</i>
Menu	1em	BG: #ff8103 FC: #fff		Example
Footer	0.8em	BG: #ff8103 FC: #fff		Example
Heading <h1>	2em	BG: #fff FC: #0088b2	Bold	Example
Heading <h2>	1.5em	BG: #0088b2 FC: #fff	Bold	Example
Heading <h3>	1.17em	BG: #fff FC: #0088b2	Bold	Example
Paragraph Text <p>	1em	BG: #0088b2 FC: #fff		Example
Button	1em	BG: #ff8103 FC: #fff		Example