Website Planning Document

Site Name:

- Name: Incredible Weather
- Domain: www.incredibleweather.org
- Cost: $12/year

Site Purpose:

This sites purpose is to illustrate extreme weather phenomenon, including how to prepare for them and how to recover from such events.

Target Audience:

The target audience are individuals who are interested in learning about extreme weather and people who may be subject to extreme weather and are looking for ways to prepare for it. Topic will be of interest to adults of all ages and family situations, particularly in areas frequented by extreme weather.

Persona 1:

- Name: Brock Tanner
- Geographic Area: Southern United States
- Occupation: Meteorologist
- Age: 37 years
- Family Status: Married, 3 kids
- Technology: Access via desktop PC and iPhone

Persona 2:

- Name: Lucy Brooks
- Geographic Area: South Eastern United States
- Occupation: Stay-at-home mother
- Age: 29
- Family Status: Married, 2 kids
- Technology: Access via Android Phone

Scenarios:

- Why is extreme weather information important to me?
- What kind of extreme weather is common in my area?
- What can I do to prepare for extreme weather?
- How can I help my community recover after severe weather?

- How can I stay safe during severe weather?

Color Scheme and Typography:

Text	Font	Size	Color	Example
Main Navigation	Arial	20	#91b8f7	
Side Navigation	Arial	14	#91b8f7	
Heading 1	Arial	18	#5184d6	
Heading 2	Arial	16	#5184d6	
Heading 3	Arial	14	#5184d6	
Default	Arial	12	#000000	

Site Map: