



# Site Plan

## Site Name

This site is going to be called triweather.com.

## Site Purpose

It is intended to provide accurate current weather information and forecasts. This information will be specific to the following locations: Preston, Soda Spring, and Fish Haven.

This website will also provide the user with a quality Storm Center and a nice collection of our best pictures in different weather conditions.

## Target Audience and Scenarios

Our target audience is triathletes and public in general who like to exercise outdoors.

### Personas

#### Javier Gomez

35 years old

\$120,000

Silver medalist at the 2012 London Olympics

Winner of five ITU Triathlon World Championships

Winner of three ITU World Cups

World titles for Ironman 70.3

World titles for Xterra Triathlons



#### Laura Johnson

45 years old

\$80,000

Nurse

She is a mother of 3 children

She strives to balance her family, job, and health



Visitors will access the site whenever they feel like going to exercise outdoors or when planning days before. They are likely to use their mobile phone to get into the website.



## Site Map



## Color Scheme

I will be using black, white, and red. These colors are characteristic and known to represent the Ironman Triathlon Race.

## Typography

I will be using the Comic Sans MS Font across the website.