

Site Name: LotsOfWeather.com

Site Purpose:

The main purpose of the site is to provide users with the most accurate and up-to-date weather reports for their area. This includes presented in a most prevalent way so that no user could miss it and including weather reports in the form of several different medias. Weekly, daily, hourly, and radar should be available for each report.

A secondary purpose to the site is to report weather related news, such as natural disasters, scientific findings regarding weather, and climate change.

Target Audience and Scenarios

- Who: Parents, Teachers, Photographers, Event Planners, Construction Workers, Athletes (that play outdoor sports), Outdoorsmen.
- Age: 16-75
- Technology: Phones, Tablets, Laptops, and PCs. User checks devices several times (3+) a day. Spends anywhere from a few minutes to hours online every day.
- Income: 20,000-100,000
- Motivation: Looking for an accurate weather report that is easy to access. Uses forecasts to plan different activities.

Personas:



Age: 28

Occupation: Photographer

Family: Single

Location: Washington State

Hobbies: Hiking, boating, painting, and Netflix marathons.

Maria Melville

Maria is outgoing young woman who loves making new friends and creating art. She owns her own photography business and that takes up a lot of time. She spends a lot of her free time exploring the outdoors in the beautiful Pacific North West. She is an avid iPhone user.

Goals:

- Find weather forecasts for areas where she will be doing a photo shoot.
- Use weather forecast to plan photoshoots and outings with friends.



Age: 55

Occupation: Construction Manager

Family: Married with 2 kids

Location: Washington State

Hobbies: Hunting, bowling, going to football games.

David Brannum

David is a relatively introverted guy and has owned a framing business for nearly 20 years. He works hard and can't stand lazy people. He has little patience for technology except for the essentials, like email and checking the weather.

Goals:

- Plan employee weekly schedule based off of the forecast.
- Find the easiest, no non-sense weather site.
- Use the forecast to keep customers updated on how long a project might take.

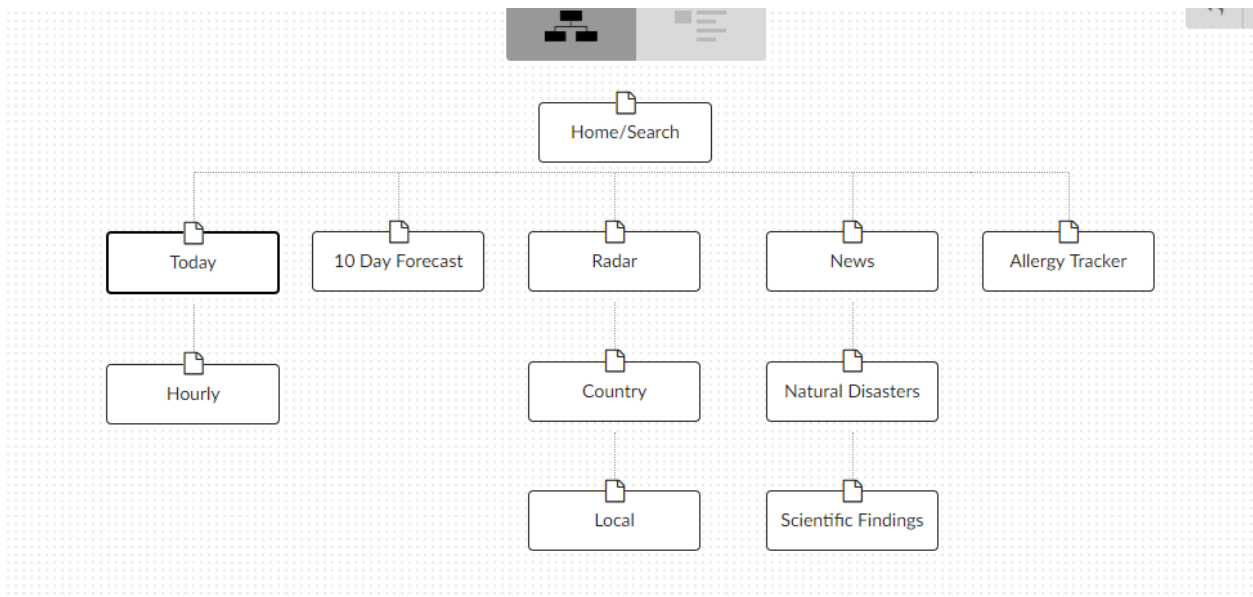
Scenarios

1. How is the weather going to be at... (the trail I want to hike, the worksite, the beach, etc.)
2. Is the storm going to hit my neighborhood?
3. Do I need to bring a jacket to the park?
4. Are we going to be able to have football practice today?
5. How many people died in the Texas tornado?
6. What is the most accurate weather forecast?
7. What day next week should we plan our pool party?

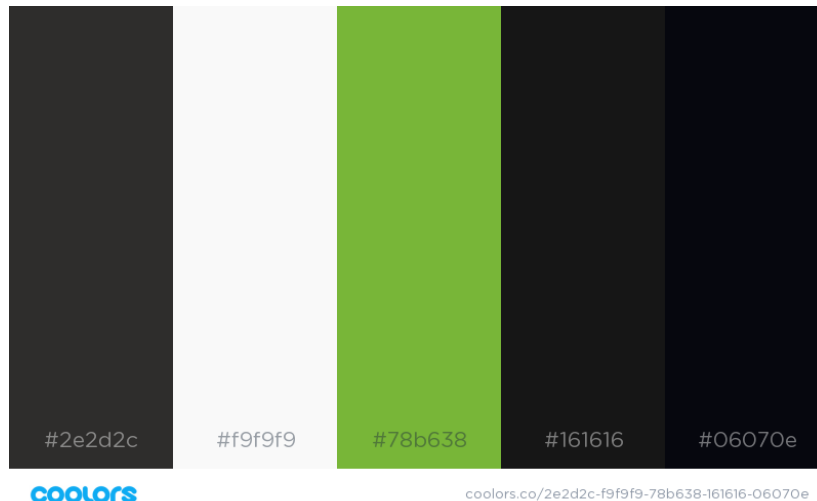
Corresponding Content

1. Text and icons that describe the weather for any location based off of zip code input.
2. Weather radar reports depicting the direction storms are moving.
3. Quick and easy display of the current temperature.
4. Hourly forecasts.
5. News reports on all things weather related.
6. Website reviews.
7. Weekly forecast.

Site Map



Color Scheme



I ordered the colors in this picture how much they will be used on the page. The gray on the left will be used for the background with white for a lot of the text and some background. Green will be used as mainly an accent color. I chose these colors because I have noticed that a lot of weather sites have a dark background with blue accent color. I wanted to stick with the dark background trend but spice things up with a green accent color. I picked green because I think it sends an “outdoors” message.

Typography

Headings for “Lots of Weather” will in in Kodchasan Bold.

Body font for “Lots of Weather” will be in Roboto.

I chose Kodchasan because I thought it looked unique but was still easy to read. I think it kind of looks modern and scientific which I think goes with weather.

I chose Roboto to go with Kodchasan because I think Roboto’ s a taller, thinner font that contrasts Kodchasan’ s wide and stoat.

Embed Fonts: <link href="https://fonts.googleapis.com/css?family=**Kodchasan|Roboto**&display=swap" rel="stylesheet">

1. **Specify in CSS:**

font-family: 'Roboto', sans-serif;
font-family: 'Kodchasan', sans-serif;

Wireframe Sketches