

Weather Site plan

By

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Site Name

This site is going to be called soleyweather.org. As the name indicates, it will be a site strictly on local weather.

Site Purpose

The main purpose of this site is to provide current and up to date weather conditions as well as any upcoming weather changes. It will be a reliable and easy to use weather site that will have a simple yet pleasing to use interface. It will be so simple that your grandma wouldn't have a problem navigating through the site.

Target Audience

The target audience of soleyweather.org will be as described below:

- **Who:** All who are looking for a simple, up to date, accurate, and easy to use weather site. My main target audience will be those from ages 20-27 as well as current college students. I am also targeting those who have and are majoring in art.
- **Age:** Like mentioned above, the target age is 20-27 years old.
- **Income:** Income levels will typically be between \$15,000 and above as my main target audience will be college students and they don't really make much while in school.
- **Education:** College

Personas



Ariel George

- **Occupation:** College student
- **Demographics and Education:** 24 years old. Majoring with a bachelor's in Graphic Design at Boston University.
- **Goals and motivation for using the site:** Needing a simple and easy to navigate weather site that is just about the weather. Nothing else as it is a distracts her from her studies and gets her caught up in other unimportant matters.
- **Social:** Very active/fit and loves the outdoors. Loves designing, creating, and expressing herself through her work.
- **Technology:** Minimalist who loves fast and powerful tech. Uses her surface pro 3 for almost everything. Her personal wireless device that she uses is a Pixel 2 XL because of the powerful camera it carries and the simplicity of the stock android software.
- **Quote:** "There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for." – Milton Glaser



Ashton Glines

- **Occupation:** College student
- **Demographics and Education:** 23 years old. Majoring with a bachelor's in Computer Information Technology with an emphasis in web development at Carnegie Mellon University.
- **Goals and motivation for using the site:** Looking for a weather site that is strictly about the weather and nothing else.
- **Social:** Loves the gym and playing PC games. Enjoys creating websites and memes. He is also very social and loves to talk tech.
- **Technology:** He loves using his custom-built desktop when he is home and when in class he uses his new MacBook pro running both windows and Mac OS. His personal wireless device that he uses is an iPhone X because of the simplicity of the OS.
- **Quote:** "A user interface is like a joke. If you have to explain it, it's not that good."

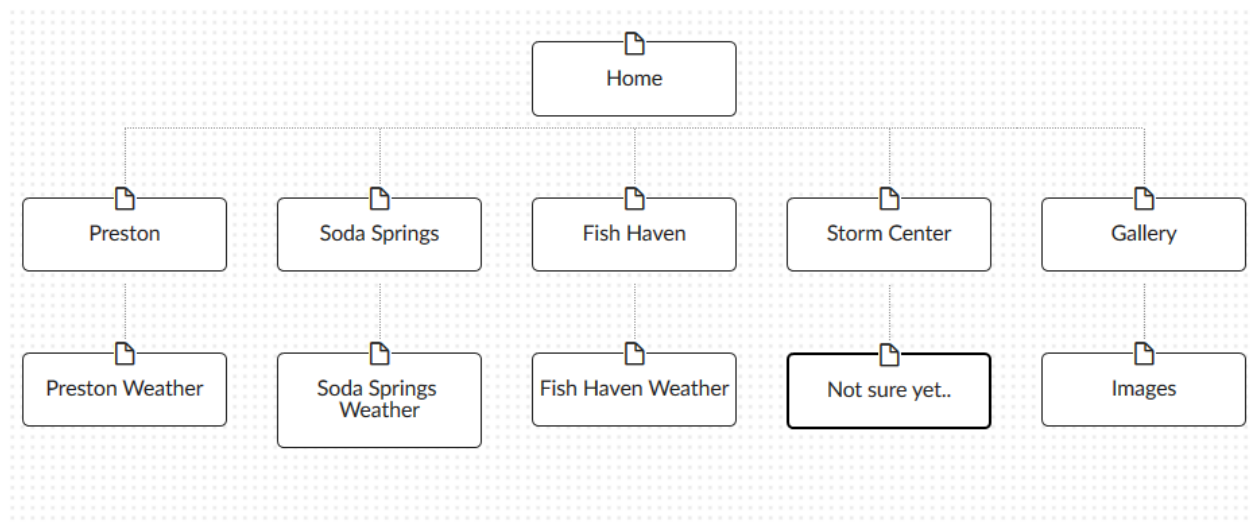
Scenarios

1. What is the weather going to be today?
2. Should I dress up for cold weather or warm weather?
3. Do I need my rain boots for today?

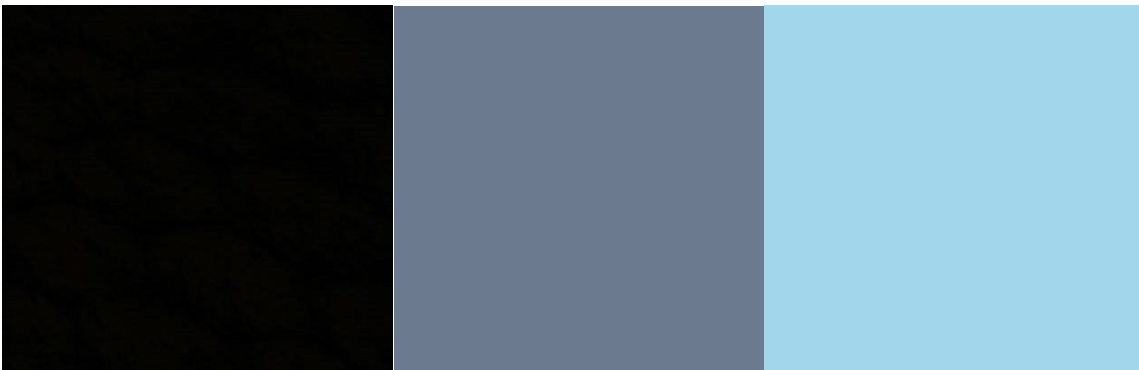
4. Will camping be a good idea for this weekend?
5. Is today a good day to go hammocking in the park?
6. Should I get my car washed today?
7. Does the weather permit me to work outside today?

For all scenarios above the weather will need to be checked before proceeding with the desired activity or their daily routine. What site can be viewed for this? SoleyWeather. All these questions can be answered on this site and help them make a decision on what they should do.

Site Map



Color Scheme



#000000

#6B7A8F

#b0e0e6

Typography

- Libre Baskerville – will be used for all headings
- Lato – will be used for everything else