wforecast.com

Purpose

The site named wforecast.com has the main purpose of being a guide for uses to check the weather forecast in the cities of Preston, Soda Springs, and Fish Haven. Besides the weather it will provide relevant content and information regarding each city.

Target Audience

The largest audience of the wforecast.com website is described below:

Who: People from various backgrounds that have school and work influenced by weather conditions. People that practice spots and want to plan the weekend. People that will travel to these cities and need to plan ahead.

Age: 12-80.

Technology: People using smartphones (80%), tablets (5%), and computers (15%).

Personas

John Smith

Occupation: Assistant to the Regional Manager.

Demographics: 35 years old. Woks at a Paper Company for almost 3 years. Bachelor's in business administration. Married with 2 children.

Motivation: He would like to check the weather because he likes to play soccer every Saturday.

Social: Very outgoing person. He likes to be outside and play sports with his friends. He loves soccer and can't wait for the weekend.

Technology: He has an iPhone X and a Dell laptop. He uses a lot o social media, specially Facebook and YouTube.

Jessica Stone

Occupation: Student

Demographics: 19 years old. Art Major. Single.

Motivation: She would like to know if it is going to rain because she drives a bike for school.

Social: Introvert. She has few but good friends. She stressed with all the education spences and assignments coming.

Technology: She has an iPhone X and a Mac Book. She uses Instagram and Twitter. Her smartphone is always within reach.
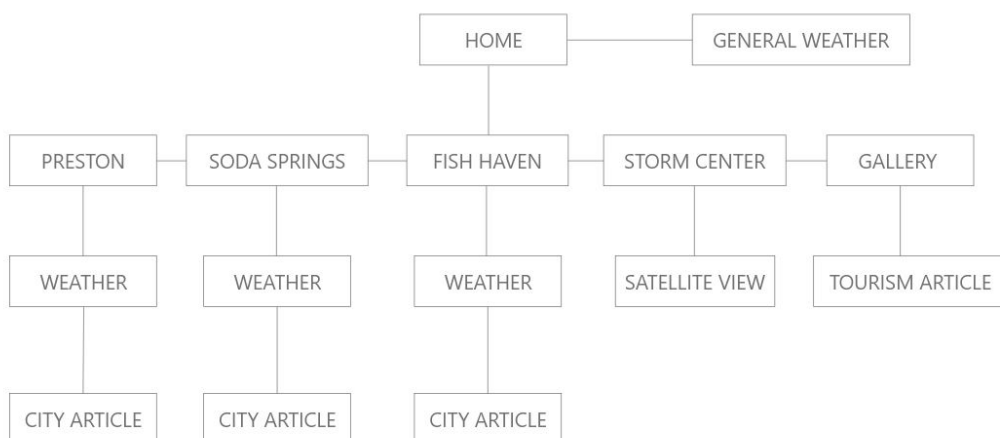
Scenarios

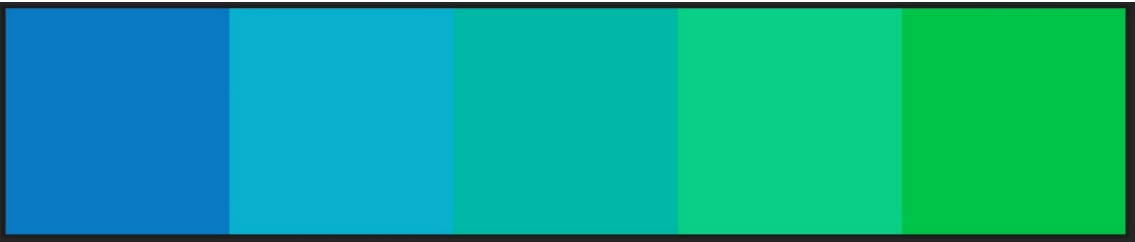What will the weather be like in Preston this Saturday?

What is the weather today in Soda Springs?

Is it raining in Idaho this weekend?

Sitemap

Color scheme

#0A79C4 - #0AB0CF - #00B8A5 - #0ACF86 - #00C447

Typography

Site Header	Roboto Light	28px	#00B8A5	Example
Primary Navigation	Roboto Light	12px	#0A79C4	EXAMPLE
Footer Navigation	Roboto Light	10px	#0A79C4	EXAMPLE
Heading 1	Roboto Light	24px	#0AB0CF	Example
Heading 2	Roboto Light	20px	#0ACF86	Example
Heading 3	Roboto Light Italic	16px	#0ACF86	*Example*
Paragraph	Lato Regular	12px	#000000	Example
Links	Lato Regular	12px	#00C447	Example