

# rainsunsnow.com

## Site Plan

### Site Description

#### Site Name

My weather site will be called rainsunsnow.com. The domain is available according to <https://domains.google.com> for \$12 a year.

#### Site Purpose

My goals for my rainsunsnow.com website will be to make accessing local weather, events, and sporting games for the area easier for residents and visitors. Giving people a one stop site for these higher interests will make planning their day or trip better and to also be able to acquire information about happenings they could not attend.

The weather portion will give the user the opportunity to decide whether or not a picnic at the park will be a good idea, if a run on a local trail will be safe, what to wear to a baseball game, or how the driving conditions will be when heading out to a concert?

The events portion of the site will have a calendar list of upcoming concerts, art shows, plays, etc. Descriptions of each event will help insure good attendance. Giving the user an opportunity to plan a date night or family outing in this great community. Updates of performances will be shared briefly for those who were unable to attend.

The sporting games portion will be able to show updates of game scores for the local professional teams as well as the high school teams. Brief summaries of the games will be provided, along with leading scorer information. Separate calendars of game times and ticket prices will be available too.

## Target Audience

The target audience for rainsunsnow.com website is targeted towards those in the community and visitors interested in doing anything outdoors or attending any local activities and receiving updates about these activities. This will typically include families with children, couples and single individuals, all ranging from ages infant to senior citizens. This will give the community an opportunity to grow economically and help people make lasting memories.

With this audience in mind there will be a range of affordable activities, including free opportunities. This community is motivated to keep business local and to improve the lifestyles of their citizens and visitors. My audience will typically access this information through a search engine on a mobile device or laptop.

## Personas

### Weather Information

- Libby K. Bevan
- Meteorologist, blog writer and social media manager
- 35 years old. Graduate of UCLA with a bachelor's degree in Atmospheric Sciences & Meteorology, minoring in communications. Married to her husband for 10 years, they have two daughters.
- My goal is to get people outside and get active by giving our wonderful community opportunities to appreciate where we live.
- Enjoys spending time at the beach surfing alongside her husband and camping in the mountains as a family. Avid runner and lover of ice cream.
- Always on the go, so her mac laptop and iPhone are a necessity to get work done.
- Quote: "You can always have a good time, rain or shine."



Photo courtesy of: <https://experiencelife.com/article/early-adapter-natalie-morales/>

## Sports and Event Manager

- Henry J. Parker
- Sports Enthusiast, Public Relations, and Marketing
- 42 years old. Earned bachelor's degree from BYU in Business and Marketing. Played basketball for BYU and then continued to play in the NBA for 10 years. Married to his college sweetheart for 18 years, they have 4 children two girls and two boys.
- My goal is to help encourage our community to support our local teams and events throughout the year. Together we can all create a happy, healthy and exciting time together.
- Enjoys coaching his son's basketball teams and daughter's softball teams. Being involved in athletics has been his life. Every summer he looks forward to traveling with his wife. In his spare time, he enjoys fly fishing on his favorite lake and grilling for his family and friends.
- "Take me out to the ball game, and while you're at it a concert too."

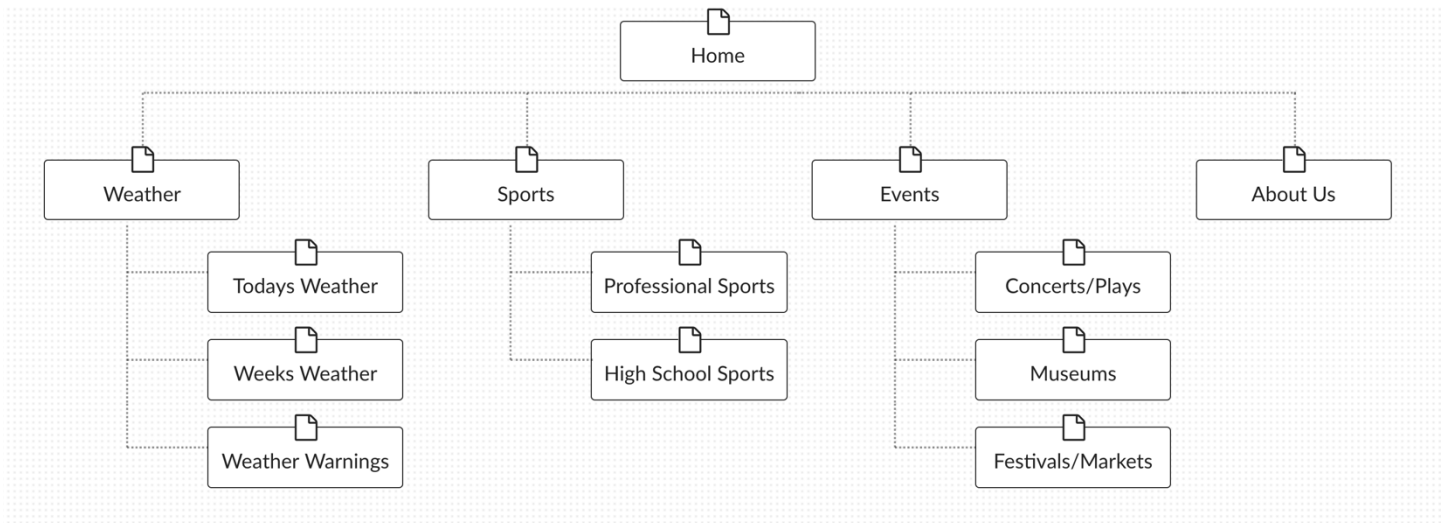


Photo courtesy of: <https://goldengatesports.com/2013/11/13/jimmer-fredette-time-sacramento-kings>

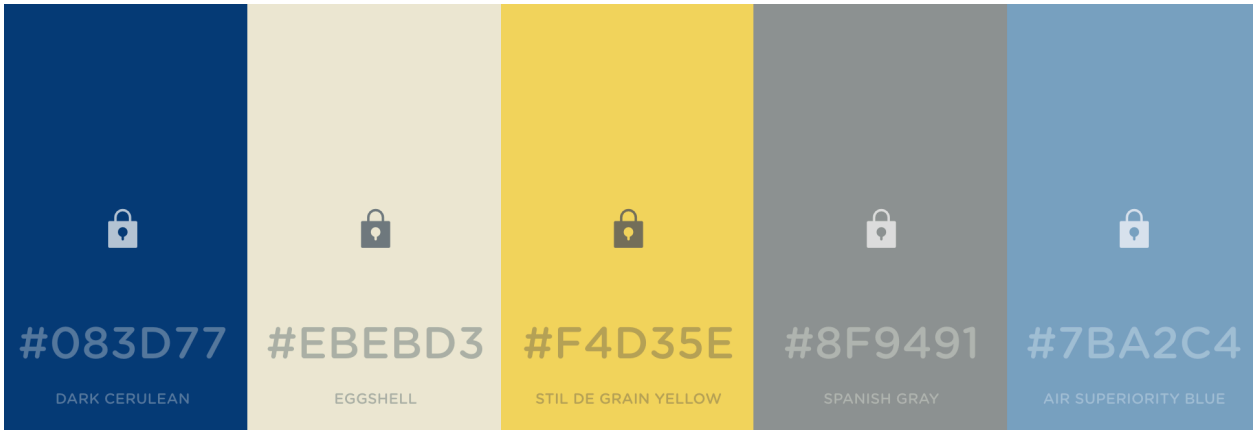
## Scenarios

1. What will the weather be like for the baseball game tonight?
2. How do I know when the next orchestra concert is?
3. Are there any local food festivals this weekend?
4. Where can I find the art museum and what's on display?
5. How much does the ball game cost?
6. What's the score of the high school girls' basketball game?
7. Is the high school football team going to play at the state championship?
8. What days will it rain this week?
9. How much snow have we received so far this winter?
10. When is the Newsies play this month?
11. What are the roads like after the storm we just had?
12. Is there a farmer's market, when and where?
13. Are any of the hiking trails closed because of bad weather?
14. How's the weather going to be this weekend for my family camping trip?
15. Are the kid's soccer games cancelled because of the rain?

## Site Map



## Color Scheme



Primary	Secondary	Accent	Accent	Accent
#083D77	#F4D35E	#EBEBD3	#8F9491	#7BA2C4

## Typography

Site Header	Merienda	40px	#F4D35E
Primary Navigation	Open Sans Condensed	30px	#083D77
Footer Navigation	Open Sans Condensed	20px	#083D77
Heading 1 (h1)	Merienda	30px	#F4D35E
Heading 2 (h2)	Merienda	25px	#F4D35E
Heading 3 (h3)	Merienda	20px	#F4D35E
Paragraph text (p)	Questrial	16px	#083D77

## Image

