



UpFrontWeather.com

Site Planning Document



Home



Plan



Target Audience



Color Scheme



Typography

Name and Image

- Domain Name:

upfrontweather.com



- Logo:



Description

UpFrontWeather.com is your source for accurate weather in the tri-state area. We provide real-time hourly, 5-day, and 10-day forecasts, satellite imagery, and historical data.



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Scott R. LeFoll



UpFrontWeather.com



BYU-Idaho



Site Target Audience Document

Target Audience

Area Residents

- Consumers
Avg. age: 36 Median income: \$47,000
Education: 2 yrs college
Family: married, 1 child
Accessing: home, phone, night
- Students and Hobbyists
Avg. age: 20 Median income: \$8,000
Education: 3 yrs college
Family: single
Accessing: school, phone, day



Target Audience

Visitors

- Business
Avg. age: 53 Median income: \$75,000
Education: 4+ yrs college
Family: married, 2 child
Accessing: hotel, phone, night
- Vacationers
Avg. age: 44 Median income: \$63,000
Education: 4+ yrs college
Family: married, 2 child
Accessing: hotel, phone, night

Scenarios

- Home
A 30 year-old married mother of 3 elementary school children checks the site from a desktop at home in the morning to find out about the weather for the day, and if there are any calendar changes. Dress and plans may change depending upon the forecast.
- School
A single, 22 year-old, female student at the university logs into the site from their cell phone in their dorm to find out if the outdoor sports class canoe trip will be able to go on as planned the next day. She checks the site calendar to see if the campsites are free on the backup date.
- Business
A local businessman, married and age 45, checks the site from his office using his Samsung galaxy tablet to see if he needs to reschedule some outdoor work for the day. He also uses the weather forecast to determine consumer walk-in traffic and labor needs.
- Hotel
A vacationing couple, 39 years-old with no children, checks the site from the hotel lobby computer in the morning to see if they should plan indoor activities for the day or if the weather will be good for sightseeing. They also look at the events section to see if there is anything happening today they can attend, and the restaurant section to pick a place for lunch.




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Site Color Scheme Document

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Elements and Colors

- Nav Bar - gray
- Nav Active - #2191FB
- Nav Text - yellow
- Nav Hover - #bbb
- Nav Hover Text - #36454f
- h1 - yellow
- h2 - black
- Body Text - black
- Article Back - #FAECE0
- Body Back - white
- Footer Back - #2191FB
- Footer Text - yellow
- Header Back - #ACCBEE
- Header Text - forestgreen;



Color Palette



Palette URL: [Coolers Palette](#)



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Site Typography Document



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Fonts

- Primary font: Monserrat
- Backup font: "Sansita"
- 2nd Backup font: Ubuntu
- Default font: sans-serif

phone / tab / desk

- h1 sizes: 0.90 / 1.50 / 2.0
- nav sizes: 0.95 / 1.00 / 1.1
- body sizes: 0.45 / 0.75 / 1.0

All font sizes in given in rem(s).