

# Weather Project Site Plan

Week 4 - Clarisse Mendenhall

## Site Name

The site will be GemStateWeather.com. It will be a source for local weather information.

## Site Purpose

The purpose of this website is to provide local weather information for the Preston, Soda Springs and Fish Haven communities in Southeastern Idaho. It will provide weather articles and information. It will also feature a photo gallery and storm center.

## Target Audience and Scenarios

Who: Local families and businesses that need accurate weather and community information.

Age: 14 to 100

Technology: Website will be access through desktop, phone, and tablets and needs to work well across platforms.

Income: This website will be accessed by individuals across income ranges. Everybody needs weather. But as this will not be a paid service usage should not be greatly impacted my income.

Motivation: People and business using this site will need accurate and up to date weather information. Users will also need local event and business information.

## Personas:

Sarah Hartman

Occupation: Owner of The Playroom, an indoor/outdoor bounce house and playground in Preston.

Demographics and Education: 34 years old. Bachelor's degree in Psychology.

Goals and Motivation for using the site: In addition to wanting weather information for her own use, Sarah is looking to advertise her small business and believes users coming to this site will also be interested in events and services she provides. In addition to any advertising, she needs accurate weather and local event information to aid her in planning events at her business.

Social: Very active outdoors and loves hosting events at her business.

Technology: Very active on social media and using her smartphone. She also extensively uses her desktop for business and personal needs. Like many consumers and advertisers, she is very aware of the different needs a website needs to fill on phones or desktops and is looking for a website that will fit all her needs across platforms.

Quote: "I need a platform to both give me the information I need and provide a place to promote my business. A strong local website would fill a great need in our community."

Rob Lovell

Occupation: Farmer

Demographics: 42 years old. Has a family with 4 children. Has a bachelor's degree.

Goals and motivation for using the site: Local weather forecast, both immediate and seasonal. Needs to plan for his farm and would like a website that can cater to farming forecasts. He is also looking for family events and activities for his family to attend.

Social: Spends a lot of time working on the farm but enjoys getting out hiking, camping, and fishing with his family.

Technology: Uses his smartphone throughout the day to keep up with his business needs. But also runs the bulk of his business accounting and planning from his laptop. Not exceptionally tech savvy, would prefer a very user-friendly design.

Quote: "I spend a lot of time outdoors but in work and with my kids. I need a good source for up-to-date local information to plan our busy farm and family schedule."

### Scenarios:

Does GSW provide accurate local weather?

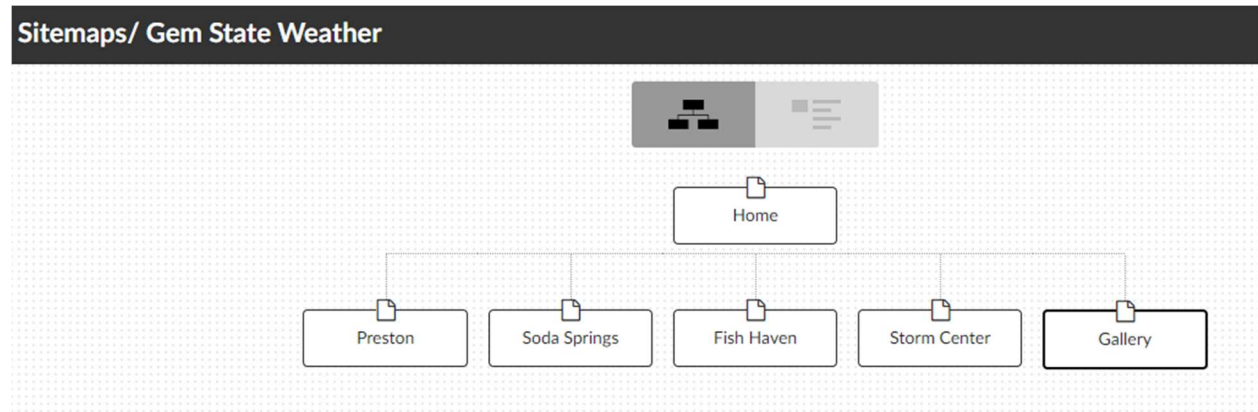
Where can I find local event information?

Where can I find information about my town?

Where can I find information about local small businesses?

Is there an extended forecast available?

## Site Map



## Color Scheme/Typography

Site header	Paprika	40 px	#212930 #f1efeb	Gem State Weather
Primary Navigation	Roboto	30px	#f1efeb #252119	Navigation
Footer	Roboto	12px	#212930 #f1efeb	Footer
Heading 1	Roboto	30px	#6c3108 #f1efeb	Heading 1
Heading 2	Roboto	25px	#c57200 #f1efeb	Heading 2
Heading 3	Roboto	20px	#252119	Heading 3
Paragraph text	Roboto	16px	#000000	Paragraph