

# Site Plan

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## ***Site Name***

Climate Clues is the site name. [www.climateclues.com](http://www.climateclues.com) is currently available.

## ***Site Purpose***

This site provides timely weather information at a glance. The user can get a quick summary for the day, the weekend or even the next week (seven days). This site will also provide more in-depth articles and tips important to the user (see personas). It will be attractive, use visual details and lay out well on a mobile screen.

## ***Target Audience***

### Persona #1

Age: 20-35

Income: 40k-80k

Education: College 1-5 yrs.

Activity/Hobby: Outdoor recreation

Family: Single or small family

Access: Before the weekend, on a mobile device, for trip and excursion planning.

Scenarios: "I want to go camping this weekend, how's the weather"? "I'm going hiking, will I need a jacket or a raincoat"? "If it's really hot, maybe we should go to the river or up higher in the mountains"?

### Persona #2

Age: 25-75

Income: 40k-100k or retired

Education: HS graduation and beyond

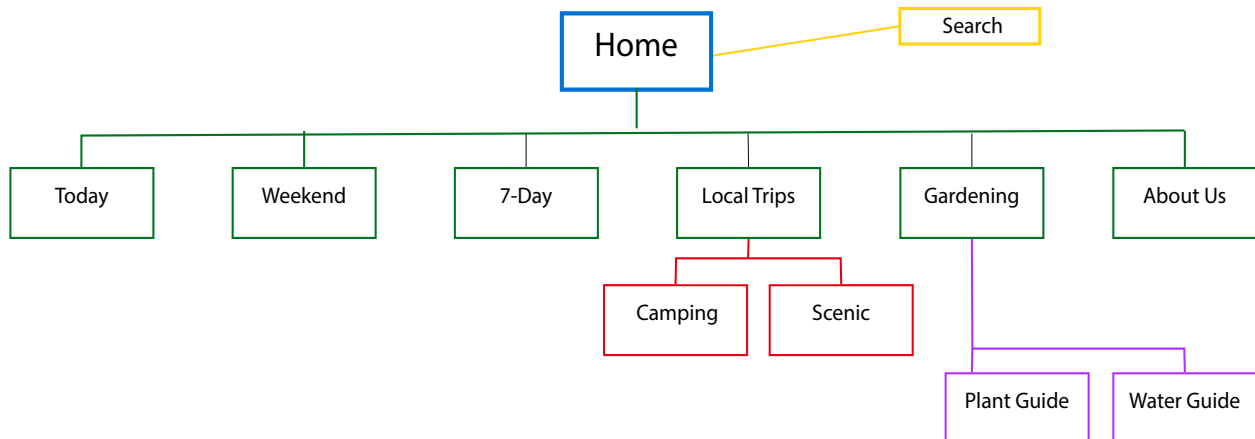
Activity/Hobby: Gardening

Family: Small to large family, maybe single.

Access: Daily during growing season, on a mobile or desktop, guidance for garden planting, timing, watering needs, or to protect plants from harsh weather.

Scenarios: "Should I plant the tomatoes this weekend or wait until it's warmer"? Which seeds should I plant and when? "Should I set the water timer higher or lower (how hot will it be)"?

## Site Map



## Color Scheme

First draft color scheme is intended to approximate prominent nature hues, shades and tints of these colors will be used for contrast where appropriate:



## Typography

The Primary text fonts are Pacifico, Abril Fatface, Righteous and Georgia (in that order).

Site Header	Pacifico	40px	#83941E Font: CEF4EE	Sample
Primary Navigation	Abril Fatface	30px	#D2A728 Font: CEF4EE	Sample
Footer Navigation	Abril Fatface	20px	#AEB57C	Sample

Heading h1	Righteous	30px	Font: 7390D1	Sample
Heading h2	Righteous	25px	Font: 7390D1	Sample
Heading h3	Righteous	20px	Font: 7390D1	Sample
Paragraph text	Georgia	16px	Font: #000	Sample