Site Plan

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For Jason Blazzard

Site Name

Climate Clues is the site name. 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 or the next week (five 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
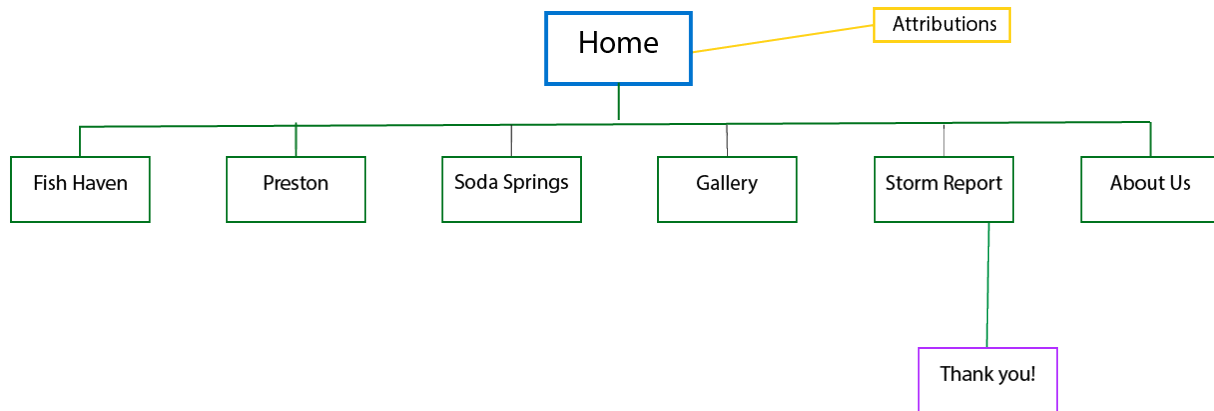Education: HS graduation and beyond
Activity/Hobby: Gardening
Family: Small to large family, maybe single.
Access: Daily during growing season, on a mobile or desktop, guidance for watering needs, or to protect plants from harsh weather.
Scenarios: "Should I plant the tomatoes this weekend or wait until it's warmer"? "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:

| #7390D1 | #2AD4C8 | #2FBD40 | #83941E | #D2A728 |

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