Site Name: Wise Weather Man

Domain: wiseweather.net ($12 per year)

Site Purpose: The main purpose of this site is to be informational about the current weather conditions, forecast, and storm watch for anyone who is interested in those topics for the three towns.

A secondary purpose of the site is to have related stories for each town and have an interesting weather gallery for each town for basic viewing purposes.

Target Audience:

The target audience of the wiseweather.net web site is described below:

Who: People who are interested in the weather of the three towns that are covered by the site.
Age: 10 and up.
Motivation: To inform people of the weather conditions, related stories, and storm watch for the three cities that are covered by the site.

Personas:
Mark Ingalls
Occupation: Local News Anchor
Demographics and Education: 32 years old. Works at a popular news station. Has a Bachelors in meteorology.
Goals and motivation for using the site: Compare his findings with those of other weathermen.
Social: Very socially outgoing man who likes to share all his findings about the weather with friends and family as their plan informant.

Brett Anderson
Occupation: Trip Advisor
Demographics and Education: 45 years old. Works freelance helping families plan large trips or local outings. Has a Bachelors in business.
Goals and motivation for using the site: Uses the current conditions and forecasts to appropriately advise families on activities that could be done during their trip.
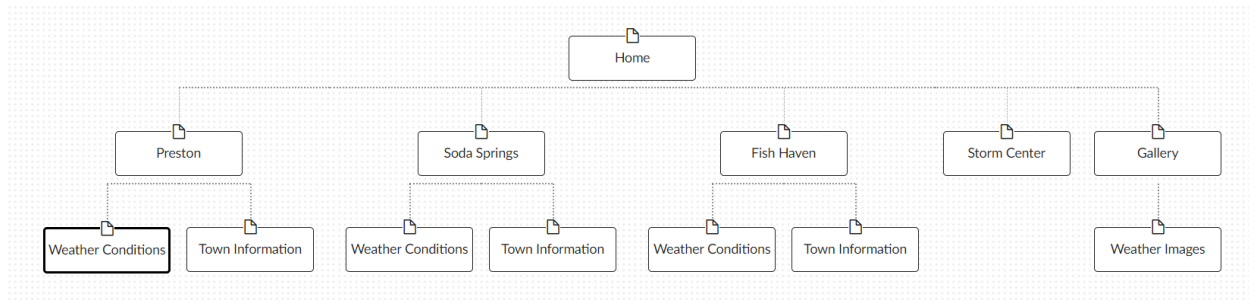Social: A people person but is not very outgoing. He likes to keep to himself but is very well-versed at chatting people up and selling ideas for adventures.

Scenarios:
1) Where do we get our forecast from?
2) Are viewers able to submit weather photos?
3) How often is the site updated if satellites show changing conditions?

Site Map:

This section describes the basic structure of the wiseweather.net website.

Color Scheme:

Describes the background, text, links, accent(s), and logos of the wiseweather.net website.

#f7c59f	Header and footer background color.
#2a324b	Body font color.
#767b91	Navigation bar links and headings font color
#c7ccdb	Navigation bar links upon hover font color.
#e1e5ee	Accent color.

Typography:

Object/Item	Font	Size	Color
Paragraph	Concert One	12px	#2a324b
Heading Level 1	Cairo	18px; weight: bold	#767b91
Heaving Level 2	Chakra+Petch	16px	#767b91
Navigation Elements	Concert One	14px	#767b91