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.

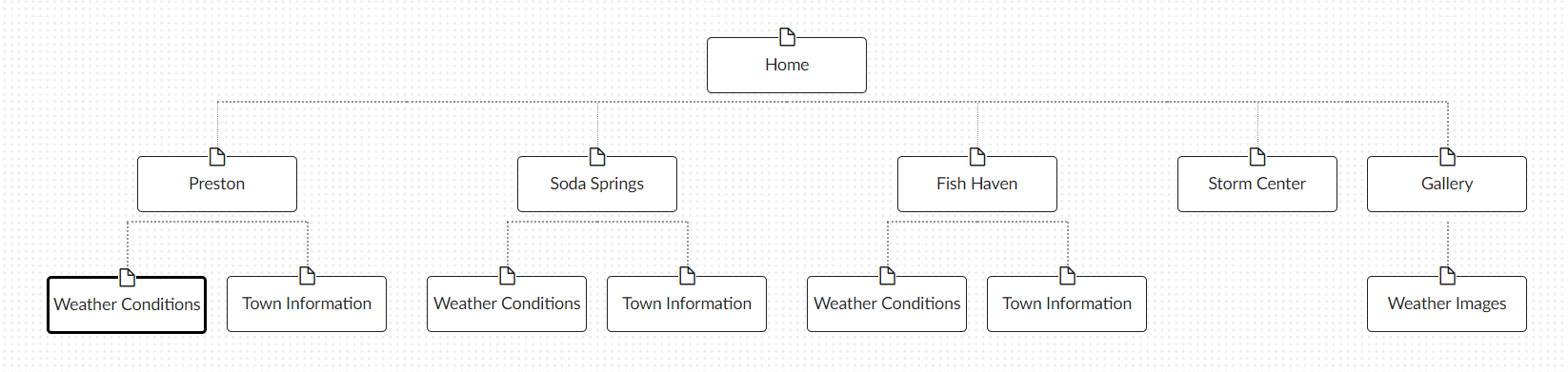
Social: A people person but is not very outgoing. He likes to keep to himself but is very well-versed at chatting people up and selling ideas for adventures.

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?

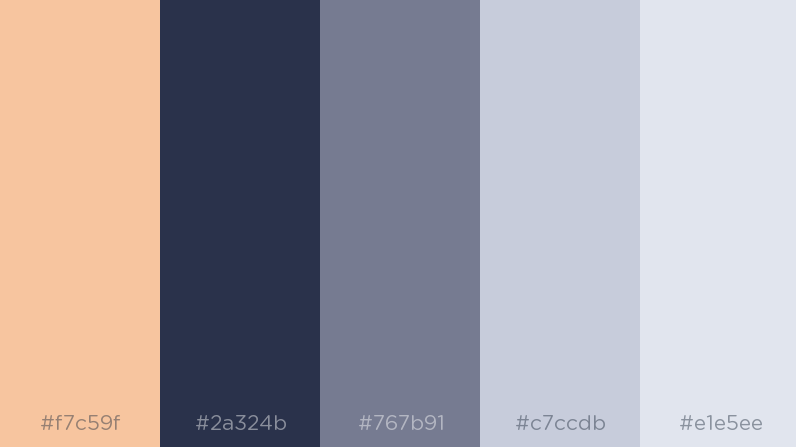
Site Map:

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.



Accent color.

Navigation bar links upon hover font color.

Body font color.

Navigation bar links and headings font color

Header and footer background 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 |