

# Site Plan

## Site Name

The site name will be WeatherOfToday.com. This site will provide weather information to those who visit our site.

## Purpose Statement

The purpose of WeatherOfToday.com is to inform users about the weather for the day and for the week. We will provide up-to-date information so that you will always know what the weather will be like at any time of day.

## Target Audience

- Who: Anyone who wants to know the weather
- Age: 16 to 90
- Experience: We provide the ability for anyone to understand what the weather is doing

## Personas

Chad W. Bennett



Occupation: Hotel Manager

Demographics and Education: 45 years old. Graduated with an MBA from BYU

Motivation for using the site: Wants up-to-date weather information throughout his day

## Lucy Turner



Occupation: School Teacher

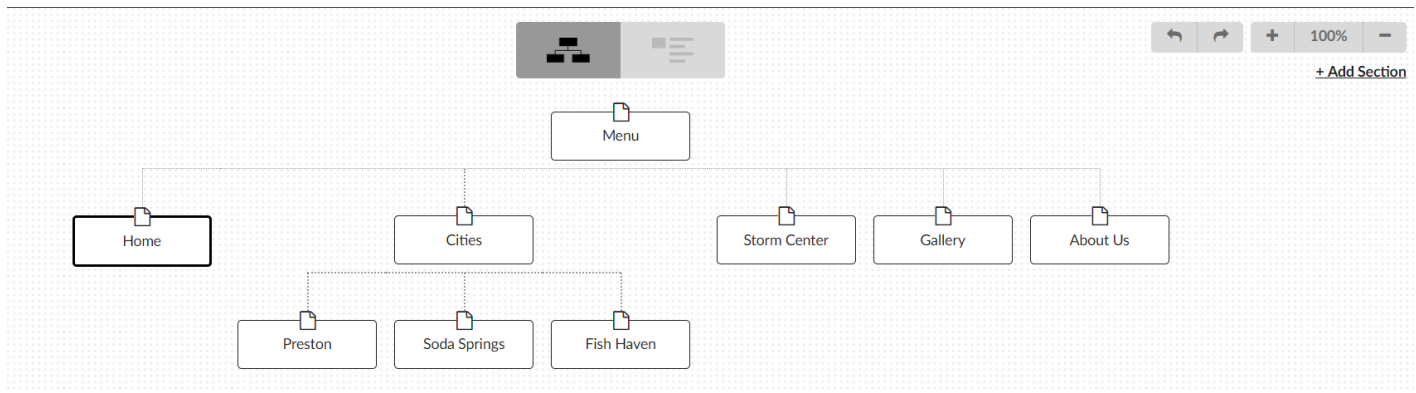
Demographics and Education: 35 years old. Has a Bachelor's in Education from UVU

Motivation for using the site: She likes to know the weather to plan for activities inside if needed.

## Scenarios

- What's the weather going to be like today? Tomorrow? Next week?
- What's the weather going to be like at the beach I'm vacationing at?
- Why should I use WeatherOfToday.com instead of other sites?

## Site Map



## Color scheme

Describes the background, text, links, highlights, and logos of the WeatherOfToday.com website.

## Primary Colors:

#55AE3A



#86C67C



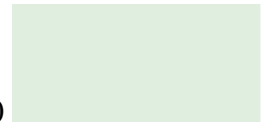
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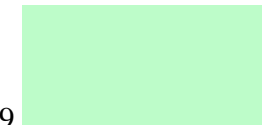
#4AC948



#E0EEE0



#BDFCC9



## Typography

Describes the fonts, font sizes, styles, and line height used in the WeatherOfToday.com website.

Header: Georgia, 40px

Primary Navigation: Georgia, 30px

Heading 1: Georgia, 30px

Heading 2: Georgia, 25px

Heading 3: Georgia, 20px

Paragraph Text: Bell MT, 16px