

Weather Site

Site Name: What The Weather – Idaho

Domain Name: wtwidaho.com

Purpose: The main purpose of What The Weather – Idaho will be to provide local weather conditions. The site will also host articles regarding weather patterns, farming tips, and town events.

Target Audience:

Who: Residents of Preston, Soda Springs, and Fish Haven.

Age: average age 50

Income: household levels will typically be between 45k and 70k

Motivation: View current weather conditions and feel connected to their community.

Persona #1: Jay D. Lamborn



Occupation: Farmer

Demographics and Education: 62 years old. Grows potatoes and legumes. Has a Bachelor of Science degree in agriculture.

Goals and motivation for using the site: stay informed of upcoming rodeos and read about the weather

Social: Likes to attend rodeos where he runs into his farming friends and exchanges farming experiences and discuss the weather. He enjoys visits from his children and grandchild and enjoys attending church where he is well known.

Technology: Uses the Samsung tablet his children got him for Christmas.

Persona #2: Janae B. Moss



Occupation: Assistant farmer

Demographics and Education: 51 years old. Married to a potato farmer. Assists with planting and harvesting. Has 4 children in college and one senior in high school. Completed a cosmetology course at Evans Hairstyling College.

Goals and motivation for using the site: Finding events for the family to attend and to read articles about the weather.

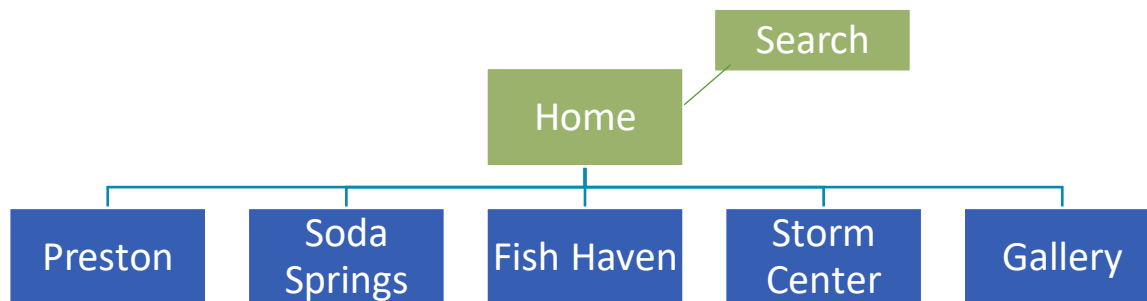
Social: Likes to find inventive ways to cook with potatoes.

Technology: Uses her youngest son's old macbook and her iPhone to access the site. Does most of her reading of articles from her macbook while she is sitting on the couch. A lot of the articles she reads were shared on facebook. She accesses the site through her iPhone when she out in the fields or running errands and wants to know the current weather or remind herself of the date of an upcoming community event.

Scenarios:

1. When do tickets go on sale for the Preston Night Rodeo?
2. When is the next Fish Haven farmer's market?
3. How much did it rain today?
4. When was the last time we had a winter this cold?
5. What should I do when my crops are damaged by drought?

Site Map:



Color Scheme & Typography:

Element	Font	px	Color
Site Header	Space Mono - Bold	35	#6697FF
Primary Navigation	Roboto Medium	20	#365EB2
Footer Navigation	Montserrat Light	12	
Heading 1	Montserrat Semi Bold	30	#365EB2
Heading 2	Montserrat Medium	25	#365EB2
Heading 3	Space Mono	20	#9BB26D
Paragraph text (p)	Roboto	16	#000000