

# Neighborhood Weather Site Plan

## **Site Name:**

Neighborhood Weather

## **Domain Name:**

Neighborhood-weather.com

## **Site Purpose:**

Neighborhood-weather.com is a website devoted to assisting the community by bringing weather related information to the local areas of Preston, Soda Springs, and Fish Haven. The main goal of the site is to meet the local needs for weather updates. The site offers current local weather forecasts and weather news articles, written by local authors, as well as temperature highs and lows, pollen count, air quality, precipitation levels, road conditions, and sunrise/sunset times. There is a map on the site to offer a quick visual of the weather and a gallery with interesting weather-related local photographs. With the knowledge that local residents also care about the bigger weather picture in the nation there is a brief national outlook as well, including any big weather stories such as hurricanes, tornados, or cold snaps.

## **Target Audience:**

**Who:** The target audience is the local residents of the Preston, Soda Springs, and Fish Haven area.

**Age:** The site targets adults ages 18 to 100

**Technology:** The majority of the target audience will be checking weather updates using mobile technology, hand-held devices, such as tablets, laptops, and mobile phones. There will also be a smaller section of the target audience accessing the site with desktop computers.

**Income:** Income levels range from \$10,000 to \$120,000. The median income is \$50,000.

**Motivation:** A desire to know the weather in order to facilitate making decisions about daily activities. Become better informed about upcoming local weather and knowledgeable when it comes to large national weather situations.

# Personas:

## Skyler Gale



**Occupation:** Retired Engineer

**Demographics and Education:** Master's Degree in Engineering. Lives in Preston. Age 68.

**Goals and motivation for using the site:** Skyler is enjoying his retirement years and to him this means getting in rounds of golf whenever possible. He is always on the lookout for a promising day to get out of doors and try for a hole-in-one. Skyler also owns an antique sports car and he likes to take long drives with the top down, but only when the weather is good. He also takes the vehicle to car shows to display. Skyler also travels frequently to visit his 3 children and 7 grandchildren in different states and wants to know traveling conditions when planning trips, especially in the winter.

**Social:** Skyler has many associates from his years of working as an engineer. He enjoys meeting up with his buddies for golf and comradeship. He spends time with his wife, Betty, and enjoys visiting his children and grandchildren.

**Technology:** Skyler uses mostly a desktop he has at home and is getting outdated, but serves his purposes. He has a smartphone but does not know how to use many features and doesn't care to learn. He prefers not to be tied down to a telephone, accessible at every moment of the day.

## Summer Breeze



**Occupation:** Works in tutoring center at community college

**Demographics and Education:** Summer grew up in Fish Haven and still lives there with her parents while attending a local community college. She takes many of her classes online. Age 22.

**Goals and motivation for using the site:** Summer has had allergies that have drastically affected her life ever since she can remember. She often is checking the latest pollen count and air quality to see if she should adjust medications or try to stay indoors as much as possible.

**Social:** Summer gets much of her social from spending time on social media. She has a few close friends that she will meet up with occasionally for lunch but prefers a good book at home to anything active.

**Technology:** Summer uses a mix of laptop and cellphone. The laptop is used mostly for school related assignments and checking Facebook, while the cellphone assists with daily activities and is used to post on Twitter and Instagram.

## Rayne Tempest



**Occupation:** Park time Aid at local elementary school/homemaker

**Demographics and Education:** Located in Soda Springs, 29 years old, has associates degree in elementary education.

**Goals and motivation for using the site:** Rayne has two main concerns when it comes to the weather – how it affects her family and job at school. Rayne likes to take her 2 young children to the park as often as possible or at least get them playing out of doors to expend excess energy. She watches the weather to see if the day will be a good one for encourage outdoor play. Rayne also assists at the elementary school during recess. She has input on if the children will be kept indoors to play in the gym when the weather is bad. She tries to be knowledgeable on what to expect throughout the day.

**Social:** Rayne’s social life rotates around her elementary school work and her family. She also gets together with other moms for a playgroup which often meets at a park. She likes to go on walks with her husband when time and weather allows. Rayne is also active in church and attends every Sunday with her family.

**Technology:** Rayne uses a combination of desktop at home and cell phone when away from home to access social media, emails, word processing, blogs, and weather updates.

## Sonny Day



**Occupation:** Sonny works in janitorial work in the evenings. He likes the quiet when everyone has gone home from the office and the freedom to spend his days as he likes.

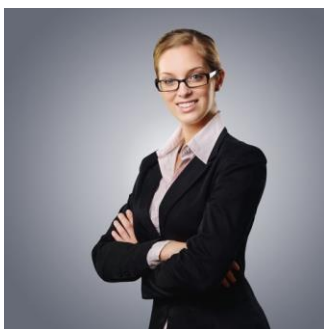
**Demographics and Education:** Sonny is a resident of Soda Springs and is age 30. He is a high school graduate and plans to possibly pursue college someday.

**Goals and motivation for using the site:** Sonny loves to be outdoors as much as possible. Weekends are spent hiking, rafting, or camping. He is also an avid photography fan and loves to take pictures of nature. Sonny checks the site frequently to know current weather conditions as well as the times for sunrise/sunset to assist his photography hobby.

**Social:** Sonny has some friends who also enjoy the outdoors and quite often they will form groups to camp, raft, or hike together. Sonny also likes taking in the quiet of nature on his own and takes solo trips the majority of the time. He lives in an apartment with 3 other roommates but is almost never home.

**Technology:** Sonny strictly uses his mobile phone to access the Internet. He is too busy to be tied to technology that remains in his home. He also has a digital camera that is his constant companion.

## Stormy Raiden



**Occupation:** Stormy is a manager at Stokes Market in Preston, Idaho.

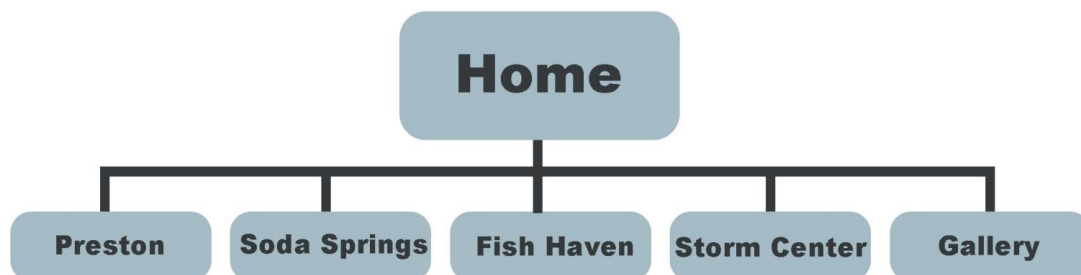
**Demographics and Education:** Stormy has a Bachelors degree in marketing and management and has been working toward her Doctorate for 2 years now. She is 36 years old and plans on making a career change after finishing up her doctorate.

**Goals and motivation for using the site:** Stormy does not like to drive in the snow and is always checking for upcoming winter storms and current road conditions. She sometimes has BBQs on the weekends and invites those she feels will help improve her social standing. She calls this networking. Stormy prefers to leave nothing to chance and checks to make sure the weather will be good for a backyard BBQ when planning.

**Social:** Stormy has dated off and on but has yet to find someone she would like to make part of her life permanently. She corresponds through email and phone calls, as well as social media, with her family in Colorado and keeps in touch with several friends from her high school days. She associates locally whom she feels has some power in the community and that may help her find a better position in the future, or at least give good references.

**Technology:** Stormy is an avid fan of any business related social media site. She checks LinkedIn several times a day and is constantly watching for new opportunities that look interesting. She uses a smart phone and also has a tablet that she carries constantly and is used at work and home for internet usage.

## **Sitemap:**

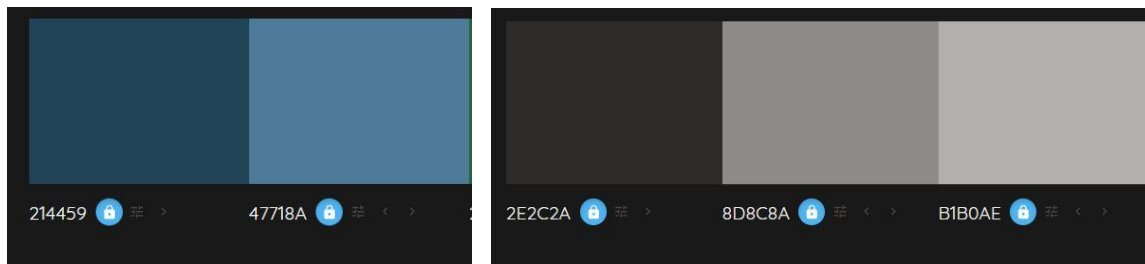


## Color scheme –



Colors were chosen with inspiration coming from the themes of weather, outdoors, and neighborhoods. The background will be white to enhance white space and bring focus to the other elements of the page.

Lighter shades of the blue or gray may be used as part of the background elements on the page.



Background at top of page – behind site name: light blue (#47718A)

Navigation background: dark blue (#214459)

Page background: white (#ffffff)

Colored background behind articles and 5-day forecast: light gray (#8D8C8A)

Borders will be in either dark blue (#214459) or dark gray (#2E2C2A)

The dark gray and white will be used for all typography

## Typography:

Arial font will be used throughout the website for easy readability and consistency.

Contrast in headings and sections on the website will be achieved through font size adjustment, color change, using all caps, italics, or changing the weight of the font.

Site name: Arial, white (#ffffff), 60px

Site moto: Arial, lightest gray (#B1B0AE), italicized, 20px

Navigation items: Arial, all caps, white (#ffffff), 16px

Town name: Arial, dark gray (#2E2C2A), all caps

Section headings: white (#ffffff) or dark gray (#2E2C2A) as makes sense

Article titles: dark gray (#2E2C2A)

Typical paragraph text: dark gray (#2E2C2A)