Site Plan for Envision Weather

Site name

The website will be named Envision Weather and the domain name will be www.envisionweather.com

Site purpose

To provide accurate weather forecasts in the area, provide local astronomical and weather related facts, show how the weather may affect community and outdoor events, and keep a calendar of community events.

Target audience

Mainly adults in the southeastern Idaho area. Event planners, families, astronomy hobbyists, and photographers would also find this site useful.

Sheila Sharpe

Demographics: Female, 35 years old, 4 children, married, Masters degree in speech and language pathology.
Occupation: freelance writer/blogger, homemaker. Maintains a research blog about childhood speech problems.
Technology use: Laptop for blogging and research, Smartphone, high speed internet at home for web browsing and streaming media
Would use the site for: checking daily weather forecast, community events for family to attend.

Greg Gunther

Demographics: Male, 52 years old, widowed, Automotive certificate from technical school.
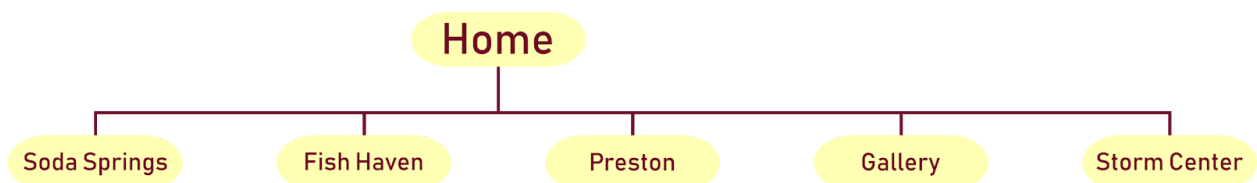Occupation: Automotive mechanic
Technology use: Smartphone
Would use the site for: Checking upcoming astronomical events, weather reports for outdoor mechanical work, checking the weather for daily commute.
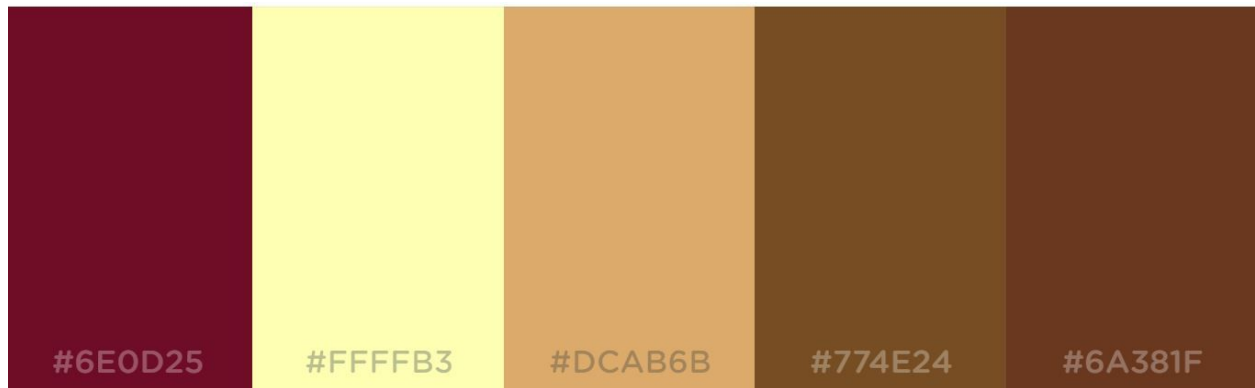
Scenarios:
- How will the weather affect the soccer fields this weekend?
- Will I need to move my outdoor wedding indoors this Friday?
- What will the weather be like for the morning commute?
- I'm going out of town for a couple of days. Should I bring in my outdoor plants?
- What phase is the moon in tonight?
- I'm going camping and I want to watch the sunrise. What time is sunrise on _____date?
- White time is the founder's day picnic?
- What artists are performing at the outdoor concert?

Site map

Color scheme

#6E0D25	#FFFFB3	#DCAB6B	#774E24	#6A381F

The header will be the cream color (#FFFFB3) with plum text (#6EOD25). The main navigation will have the dark brown color (#6A381F) with cream text (#FFFFB3). The footer will be the same color as the nav (#6A381F) but will use the fawn color (#DCAB6B) for text. The paragraph text will be black with a white background.

Typography Selections

Site Header	Josefin Sans	48px	Sample
Primary Navigation	Josefin Sans	36px	Sample
Footer Navigation	Josefin Sans	24px	Sample
Heading 1	Josefin Sans	36px	Sample
Heading 2	Josefin Sans	30px	Sample
Heading 3	Josefin Sans	24px	Sample

Paragraph Text	Crimson Text	18px	Sample