

Simply Frigid

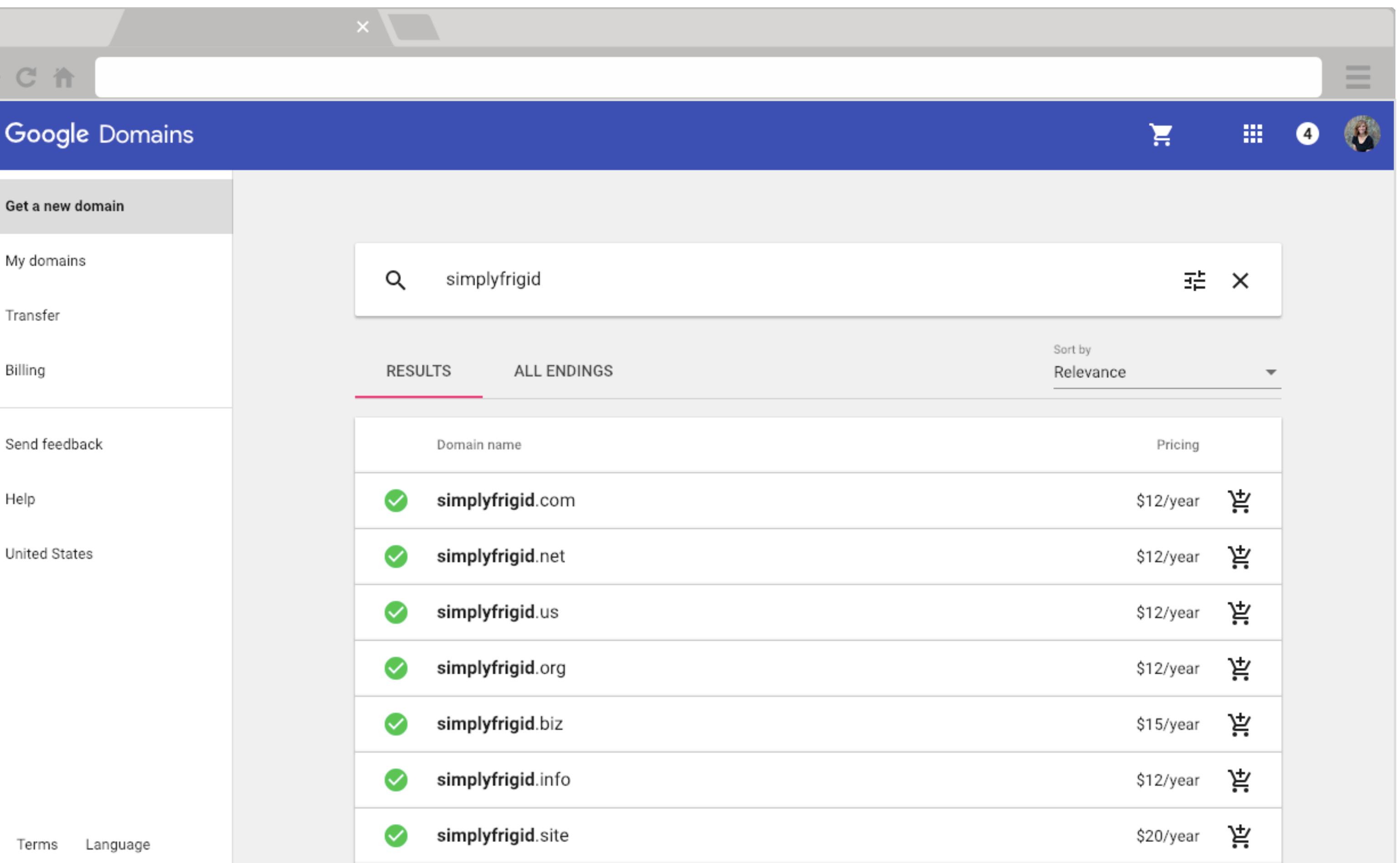
Site Plan

Stephanie Tanner

Site Name

Simply Frigid

Our website name, Simply Frigid, plays off of the general weather of Idaho in the winter.



A screenshot of the Google Domains website interface. The search bar at the top contains the query "simplyfrigid". Below the search bar, there are two tabs: "RESULTS" (which is selected) and "ALL ENDINGS". To the right of the tabs, there is a "Sort by" dropdown set to "Relevance". The main area displays a table of domain options:

Domain name	Pricing
simplyfrigid.com	\$12/year
simplyfrigid.net	\$12/year
simplyfrigid.us	\$12/year
simplyfrigid.org	\$12/year
simplyfrigid.biz	\$15/year
simplyfrigid.info	\$12/year
simplyfrigid.site	\$20/year

The left sidebar of the Google Domains interface includes links for "Get a new domain", "My domains", "Transfer", "Billing", "Send feedback", "Help", "United States", "Terms", and "Language".

Site Purpose

Simply Frigid is a weather site for Soda Springs, Preston, and Fish Haven, Idaho.

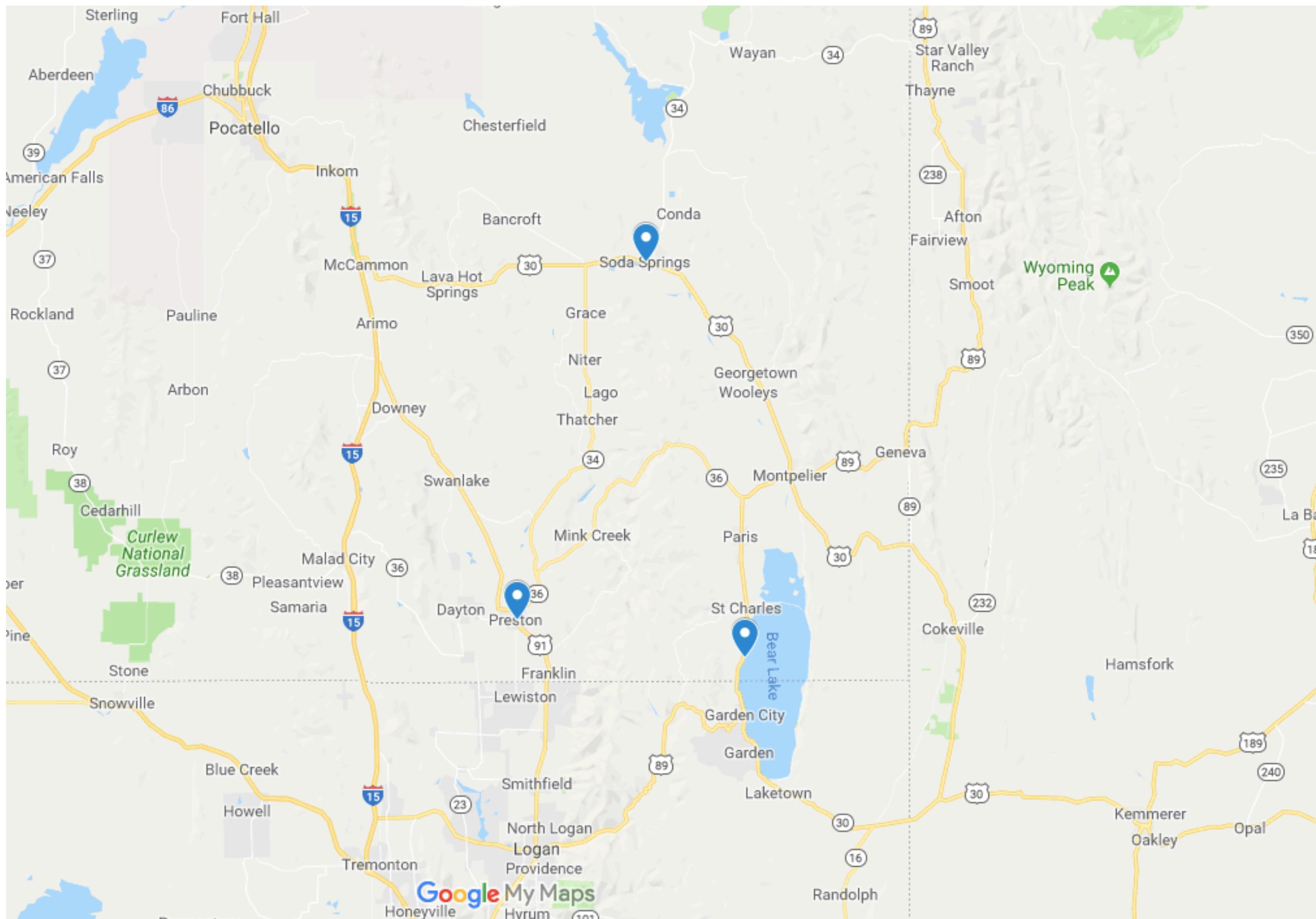
These three communities are all smaller than 10,000 people and they are situated in the lower eastern part of Idaho. We want to provide up-to-date weather for these areas that rely so much on the weather for their livings.

Preston, Idaho is largely a farming community where the weather will impact the farmers year round. Fish Haven and Soda Springs rely more on tourism. The former hosts tourists for Bear Lake, while the later has famous geysers. These three towns need up-to-date weather forecasts, which impacts their livelihoods.

We want to have a weather site that provides information for everyone, including people who are affected by the weather with their business or livelihood, what they choose to wear, or their recreational activities.

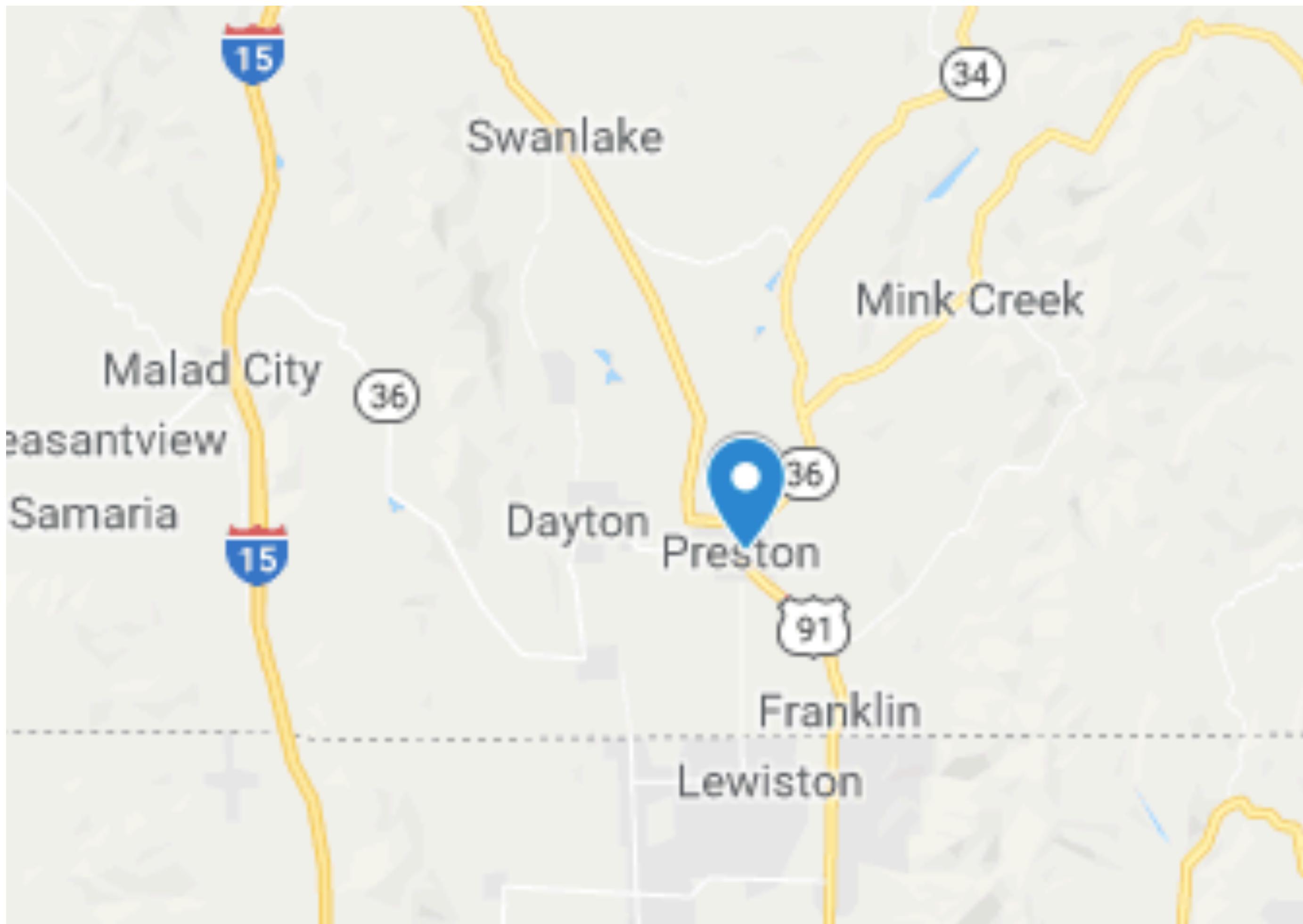
Target Audience

The target audiences for Simply Frigid are the communities of Fish Haven, Preston, and Soda Springs all in Idaho. In order to better understand these three communities I have put together background information as well as two personas.



Preston, Idaho

Preston Idaho has a population around 8,000 people. The most common industries in the town are farming, construction, and mechanics. The other job opportunities are for people to commute to either Malad or down into Logan.



Soda Springs



Soda Springs is also a small community in Idaho. It is situated north of Fish Haven and Preston and has about the same elevation as Preston. In the past, Soda Springs was developed as a railroad town and the main jobs were on the railroad line and in a phosphate plant. Today you will see tourism for the geysers and hot springs and the small community left from the railroad. As far as the weather goes, Soda Springs experiences what is known as a continental climate, which means that it has hot summers and very long, cold winters.

Fish Haven

Fish Haven is on the west side of Bear Lake, a summer tourist attraction. Other than tourism, there is some farming around the lake including the famous raspberries. Bear Lake is also surrounded by mountains, which means that Fish Haven has a few interesting weather patterns. They are affected by lake effect, summer thunderstorms, and lots of snow in the winter.





Persona 1: Farmer

In each of our towns, we are likely to have farmers coming to our site to check the weather.

These farmers are most likely middle-aged men who know the weather in their town like the back of their hand. They need to know the current weather in order to plan their days and how to best protect their crops from frost, hail or anything else that might change their farming season.

These men are exceptionally knowledgeable about weather and weather patterns. Sometimes when they check the weather, they don't care about the details, but other times they are going to want to know exactly when and how long the temperature is going to drop below freezing.

Common access points: home computer, phone



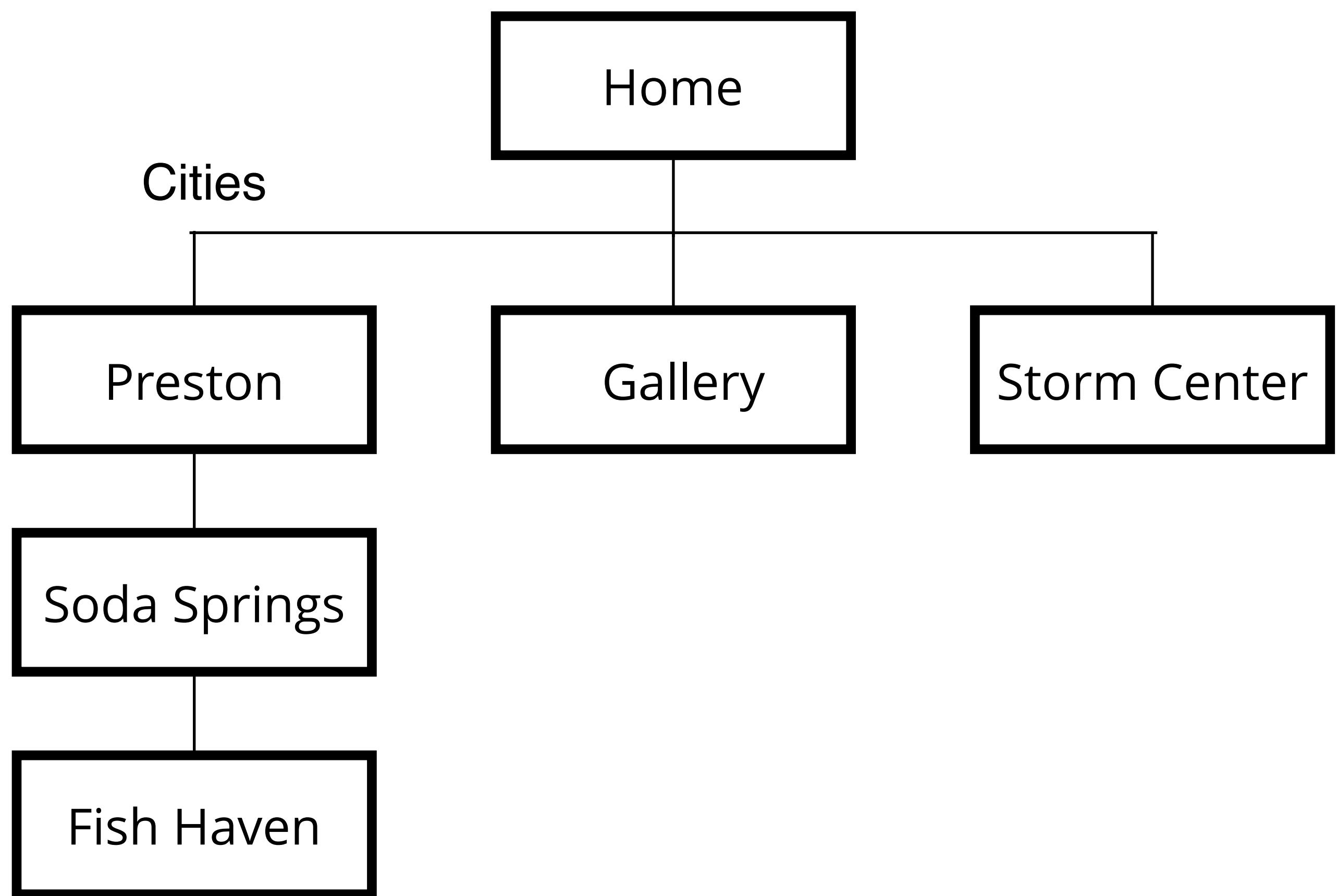
Persona 2: Tourist

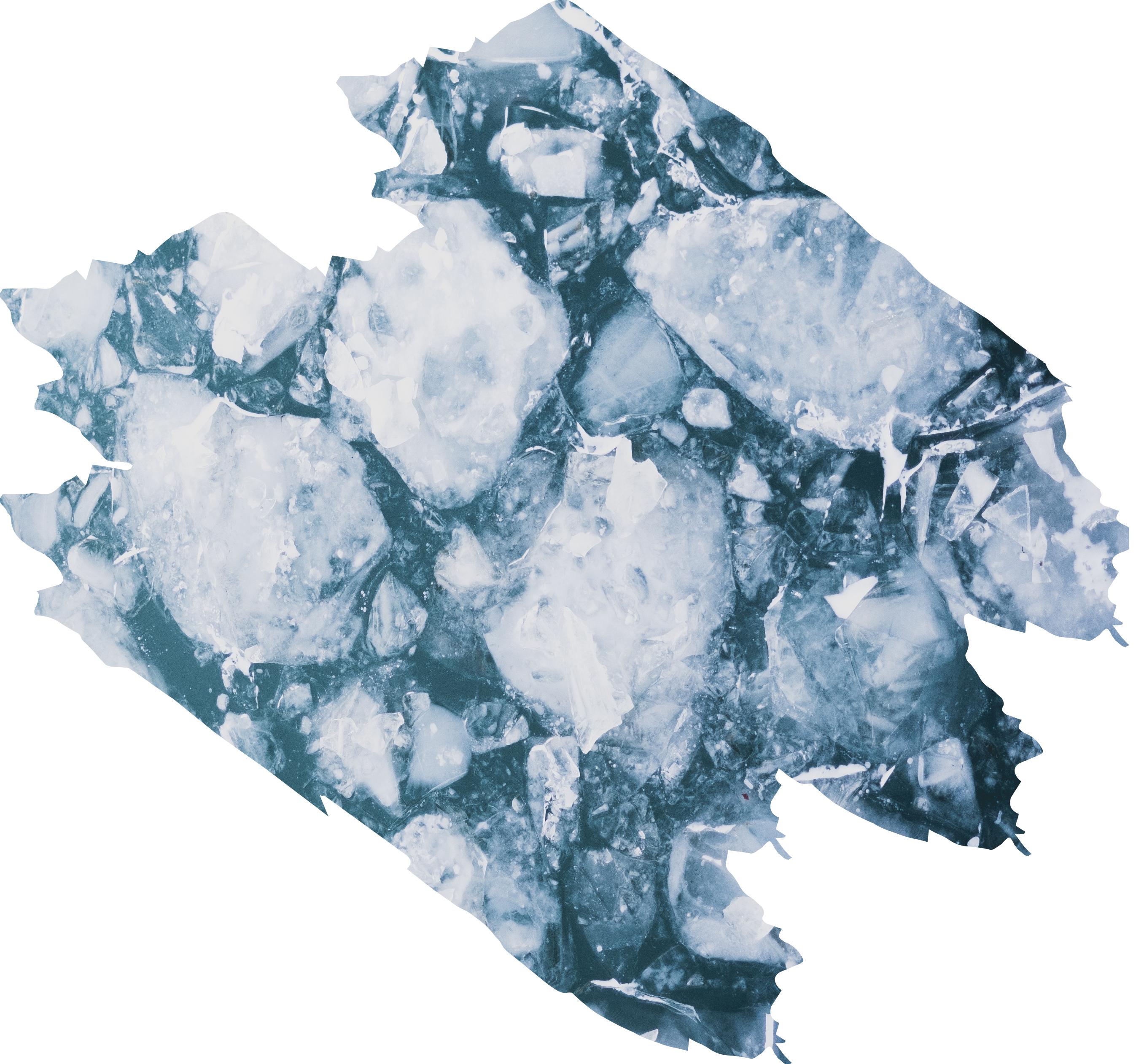
While Preston does not receive many tourists, Fish Haven and Soda Springs have more tourism in their annual demographics.

Tourists want to know the weather because they want to plan for their daily activities. If there is going to be a thunderstorm in the afternoon, they want to plan their day so that they are done with the lake by the time the storm rolls in.

The tourist is most likely to check the weather on their phone or possibly on their tablet.

Site Map





Site Colors

While Simply Frigid provides up-to-date, detailed weather for the entire year, we have decided to play to a more wintery theme for our color pallet. To the left you will see the basic color scheme and on the following page you will see the specific pallet that will be used on the site.

#000000
Body Text

#FFFFFF
Alternative Text
Color
Background
Color

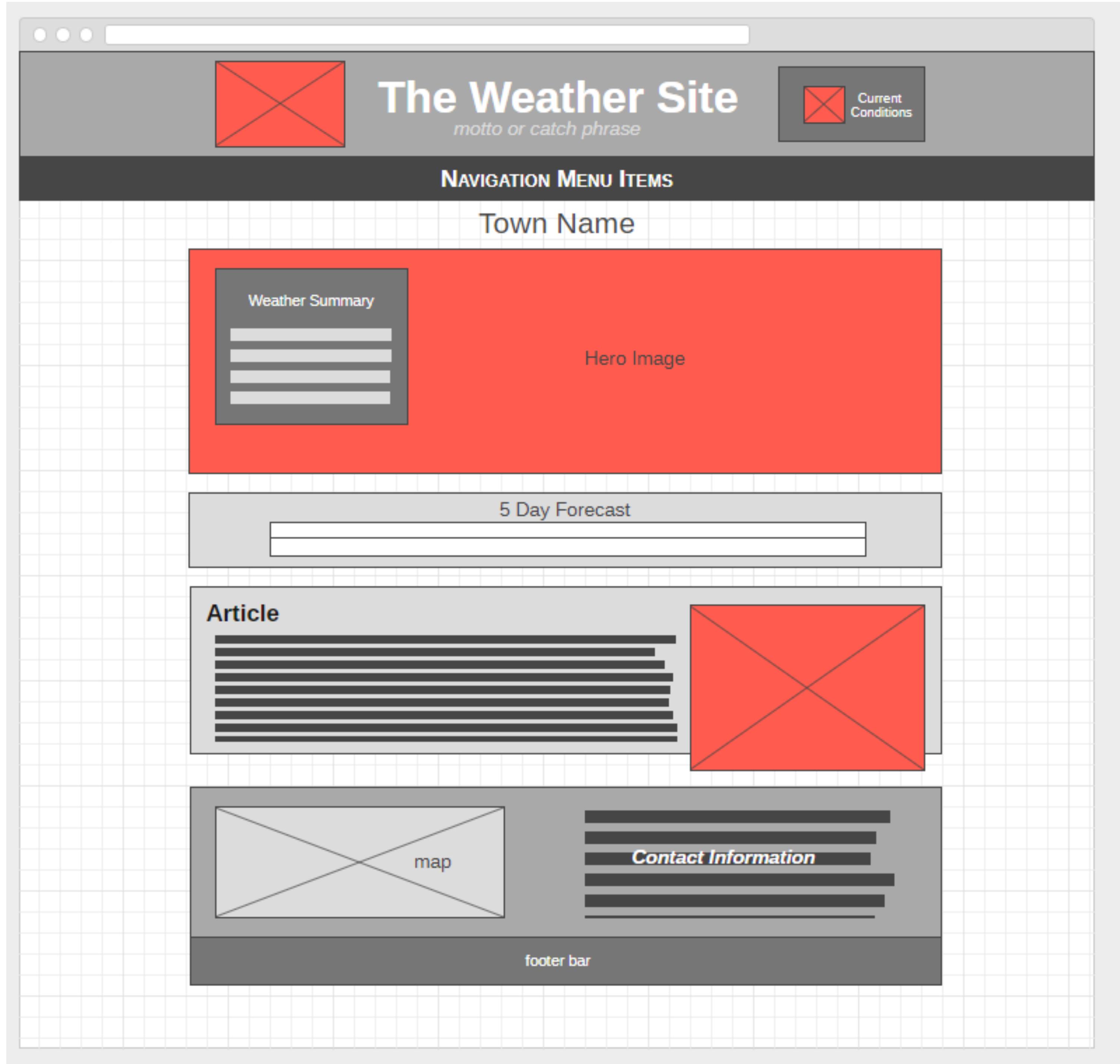
#57859A
Footer Text
Color
Hyperlink Color

#2C4E59
Emphasis
Miscellaneous

#C03221
Highlight Color
Call to Action

Typography

Site Header	Open Sans Bold	2.5em (36px)
Primary Navigation	Open Sans SemiBold CAPS	1.5em (24px)
Footer Navigation	Open Sans Light	1em (16px)
Heading 1	Open Sans Extra Bold	3em (48px)
Heading 2	Open Sans Bold	2.5em (36px)
Heading 3	Open Sans Bold	1.75em (28px)
Paragraph Text	Open Sans Regular	1em (16px)



Wireframes

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