

ActiveWeather.info

Purpose

The purpose of this site will be to deliver weather for various cities in Idaho. The weather description will be live from a station in each city.

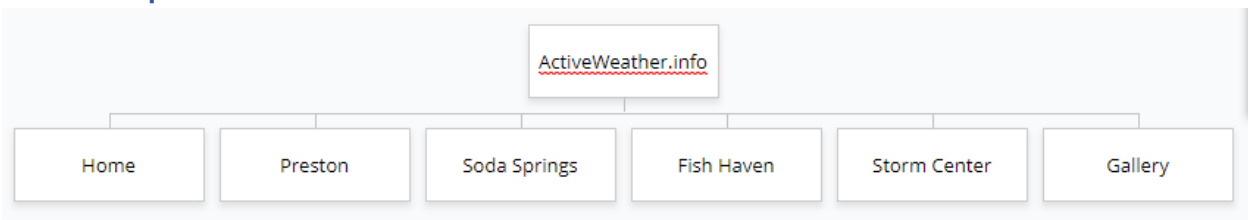
Target Audience

The target audience of ActiveWeather.info will be the active senior, someone who enjoys spending their retirement outdoors, whether it be for exercise, fishing, visiting friends in a nearby city or whatever activity the active senior enjoys.

Scenarios

- A woman wants to visit her friend in Preston. She can visit ActiveWeather.info and get up to date weather for her drive.
- A man in Preston wants to plan on gardening and looks at ActiveWeather.info on his smartphone to plan when to start and how long he can stay outside.
- A woman wants to go fishing and according to her almanac fishing around full moon is best. ActiveWeather.info will provide the moon phase so that she can make her decision.
- A couple want to enjoy dining in their backyard during the cool of the evening. ActiveWeather.info will let them know when they can start their dinner and not be too cold.

Sitemap



Color Schemes

The screen shot below is a sample of the color schemes that will be used.



Typography

The typography will be based on relatively large and clear sans-serif fonts. The site will use Open Sans for headings and Roboto for everything else.

Font Samples

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.