

Site Name: idahoweather.org

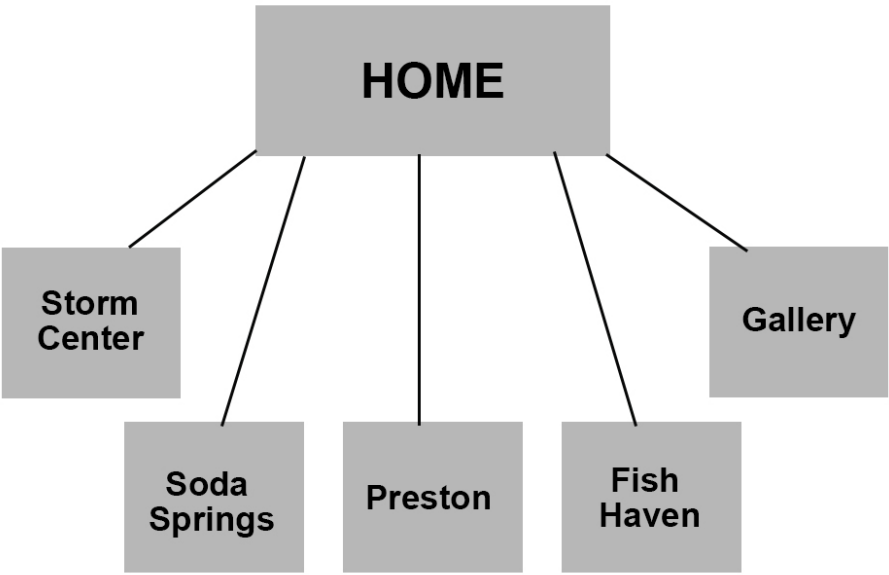
Site Purpose:

The purpose of the site is to inform people in the Southeastern Idaho region about the weather and weather or environmental related content. The goals of this website should be providing accurate weather information quickly. The site should also aspire to provide more information than most other weather sites. Other types of content that could also be added to the site is breaking news related to weather conditions and environmental news.

Target Audience and Scenarios

There are many types of people who would want to visit the weather sites, most being people who enjoy outdoor activities. One type of user might be a younger, athletic person who wants to check the weather to see when they can go outside later that day, or they could be an elderly person who typically checks the weather a lot, so the site would have to be easy and simple to use. It could be someone who is going on vacation and wants to see what the weather will be like in another region. Another type of person could be an older person with a family who wants to do outdoor things like hunting, fishing, and camping. To appeal to these personas we could put related content on the site to these topics so that these people would be more interested. There could also be a third type of situation in which someone needs to quickly find out the weather because of a natural disaster or weather event, so in that scenario you would need the site load quickly and be quickly accessible.

SITE MAP



TYPOGRAPHY

SITE HEADER	QUESTRIAL	30PT	#FFFFFF	SAMPLE
PRIMARY NAVIGATION	Roboto	8.5 PT	#FFFFFF	Sample
QUOTE	Rock Salt	9.5PT	#FFFFFF	SAMPLE
HEADING 1	Roboto Bold	14 PT	#57728F	Sample
Caption 1	Roboto	30PT	#57728F	Sample
Paragraph Text	Questrial	7.5PT	#000000	Sample