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WEATHER SITE PLAN

Site Name

The site name is What's the Weather? The site domain will be "whatstheweather.news."
A .com domain for this name was available, but only for $10,000; .news is available for $14.99,
a far more feasible price, and may be particularly poignant for the purpose of the site, as .news
may be an effective domain to indicate what the site is all about—weather news.

Site Purpose

Whatstheweather.news will be a site that educates site visitors about current weather
trends, as well as forecasts. The primary objective of the site is to provide people, especially
local community members, information regarding weather plans that will allow them to be aware
of outside conditions and plan ahead. A secondary and more long-term objective of the site is to
expand traffic to draw in larger amounts of people over larger areas in order to gain significant
revenue from ads.

Target Audience

Who:
- Adults planning for the weather
- People in harsh climates
- Anyone interested in the weather
Age:
- 14 to 100
- More likely 18-80
Technology:
- Desktop sites
- Desktop apps
- Mobile sites
- Mobile apps
Income:
- Ranges wildly, as people of any income level need to know the weather
Motivation:
- To know the weather in order to make plans (recreational plans, travel plans, business plans, etc.)
- To know the weather in order to know how to dress or what clothes to buy
Where:
- Every where
- Especially harsh climates
- Top five states with most weather-related searches include Maine, Wyoming, Montana, Vermont, and Iowa

<u>Personas</u>

"Fred Kavner"
Occupation:
- Trucker
Demographics:
- White
- Age 45
- Lives in Michigan
Education:
- High school certificate
Social:
- Enjoys drinking
- Enjoys fishing
- Occasionally plays on trucking company softball team
Technology:
- Either uses Samsung phone or Microsoft laptop

"Marsha O'Toole"
Occupation:
- Senior Marketing Associate
Demographics:
- Asian-American
- Age 38
- Lives in Oregon
Education:
- Bachelor's degree in Marketing from the University of Oregon
Social:
- Enjoys hiking but only when it's not raining
- Enjoys swimming both indoors and outdoors
- Will sometimes drive to visit friends in Washington state
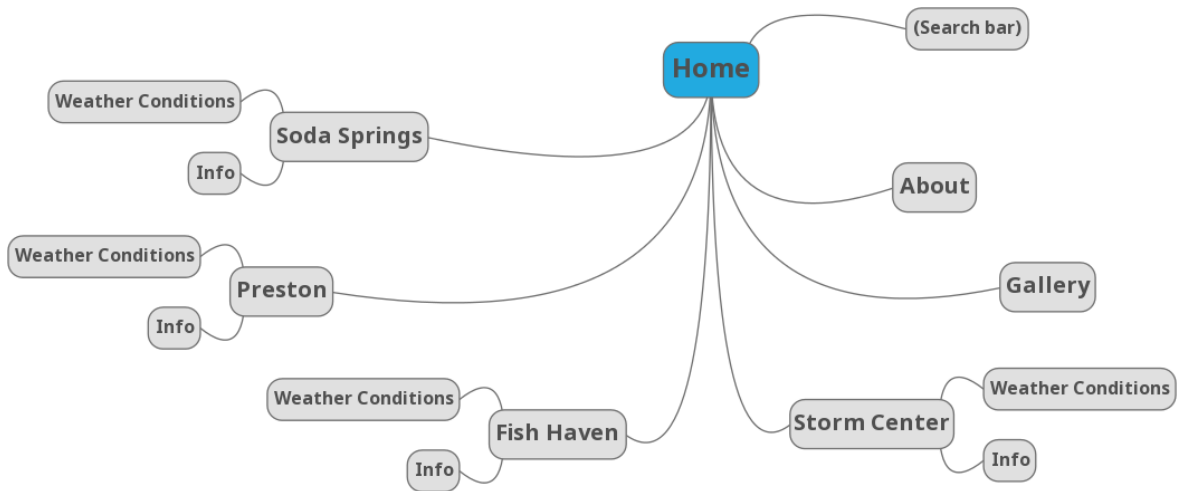Technology:
- iPhone X, Mac desktop, or Macbook Pro laptop

<u>Scenarios</u>
- What is the weather like today?
- What will the weather be like this weekend, or next week?
- What sets this weather site apart from other weather sites or apps?
- Can I look up the weather in locations across the country or even across the globe?
- Are the weather forecasts provided by this site accurate?

Site Map

Color Scheme
The four primary colors that will be used on the site are:

HEX	RGB	Color
#0000FF	rgb(0,0,255)	Blue
#000000	rgb(0,0,0)	Black
#808080	rgb(128,128,128)	Gray

#FFFFFF	rgb(255,255,255)	White

Navigational components and structures will have a blue background with white text. Headers and main text will be in black, and less important text (text that attention doesn't immediately need to be drawn to) will be in gray.

Typography
Font for Navigation and Headers: Merriweather
Font for Main and Descriptive Text: Neue Helvetica