Weather Check
Site Plan Overview

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Site Name

The proposed name of this website is Weather Check. The domain name *weathercheckidaho.com* is available at a cost of $12/year. Including the state in the domain name narrows the scope to our more local weather offering. Motto: "Your Forecast. Now."

Logo

Site Purpose

The purpose of Weather Check is to provide accurate and up-to-date weather information for our service area which includes Preston, Soda Springs and Fish Haven, Idaho. Current temperature, forecasts, maps and other relevant weather information will be easily accessible.

Target Audience

Who: daily commuters, students, outdoor enthusiasts/vacationers

Age: 16 – 85

Income: aside from students, income range is $45,000+ annually

Motivation: the two main reasons for using the service is to check the weather for a daily commute/work plans and for planning trips or events that may include outdoor activities, especially in the Bear Lake area.

Persona 1

Candice Zacharias

Occupation: paralegal and mother of 4

Demographics and Education: 34 years old, Bachelors Degree in Criminal Justice. Annual income $52,000 (Combined family income $170,000).

Social: involved with her children's school and sports activities. Likes camping, boating, and other outdoor activities with her family.

Site interest: has a daily 30-minute commute for work, drives her kids to their soccer and baseball games, weekend family excursions, many to Bear Lake.

Technology: has a laptop for work, but mainly uses smart phone. outside of work.

Persona 2

Matt Mortensen

Occupation: Construction Manager

Demographics and Education: 26 years old, Associate Degree in Business. Annual income $48,000 with potential for growth.

Social: weekend hiking/camping enthusiast. Has friends with like interests.

Site interest: Commute varies, has crews working outside year-round within the weather coverage area. Summer weekends often spent at Bear Lake.
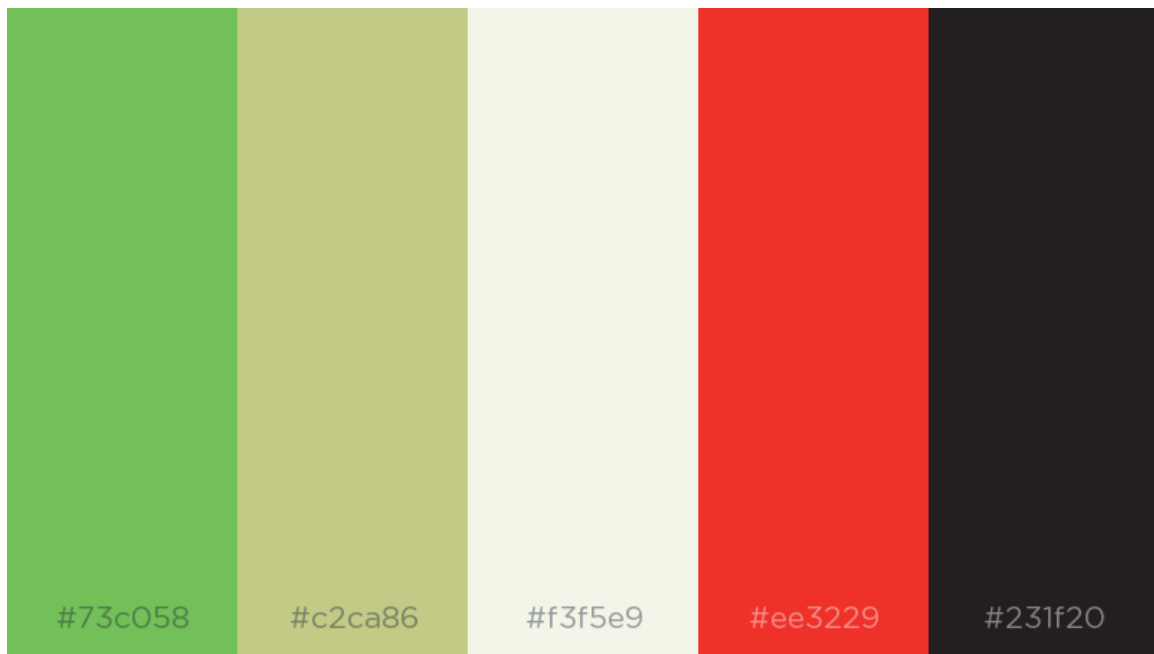
Technology: uses a tablet and laptop for work. Carries a smart phone.

Scenarios

The website should address the following concerns/scenarios that a user might have as they go about their day and plan for both work and leisure. Current local conditions and forecasts are available as well as a storm center for tracking inclement weather.

- What will the road conditions be for my commute?
- Will the soccer game be cancelled?
- What is the forecast for boating conditions at Bear Lake this weekend?
- Will there be a school delay or cancellation?
- Will the weather be good for the next few days?
- What should I wear today?

Color Palette

#73c058 #c2ca86 #f3f5e9 #ee3229 #231f20

coolors.co/73c058-c2ca86-f3f5e9-ee3229-231f20

#73c058: website background color; navigation text color
#c2ca86: website header color
#f3f5e9: highlight color for selected menu page
#231f20: body copy text color; header title color; headings color
White: navigation menu background color; motto color; headings color

Typography

Body Copy, Navigation, and Captions

Font family: Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790!@#$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790!@#$%^&*()_+

Headings

Font family: Roboto Slab

Heading 1
Heading 2
Heading 3

Layout

Site Map

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                              │     Home     │
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        ┌──────────┬───────────┬─────┴─────┬───────────┬──────────┐
  ┌──────────┐ ┌──────────┐ ┌──────────┐ ┌──────────┐ ┌──────────┐
  │ Preston  │ │Soda      │ │Fish Haven│ │Storm     │ │ Gallery  │
  │          │ │Springs   │ │          │ │Center    │ │          │
  └──────────┘ └──────────┘ └──────────┘ └──────────┘ └──────────┘
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