

The Kids Weather Site
www.kidsweather.com

Site name:

The Kids Weather.

Site purpose:

This site is created as a tool for parents, teachers, and any one that has kids around and want to teach about the weather. This site is also a good tool for adults, to explain kids the importance of wearing the appropriate clothing according to the temperature outside.

Target Audience and Scenarios:

- Who? : kids and adults that have constant contact with them, like parents, other family members, and teachers.
- Age: kids from 3 years old to adults of any age.
- Motivation: knowledge of the weather and forecast.

Persona N°1:

Emma R.

- Occupation: kinder student.
- Demographics and Education: 5 years old, just started school.
- Goals and motivation for using the site: wants to know what to wear and if she would be able to go outside to play.
- Technology: uses mostly tablets and cellphones.

Persona N°2:

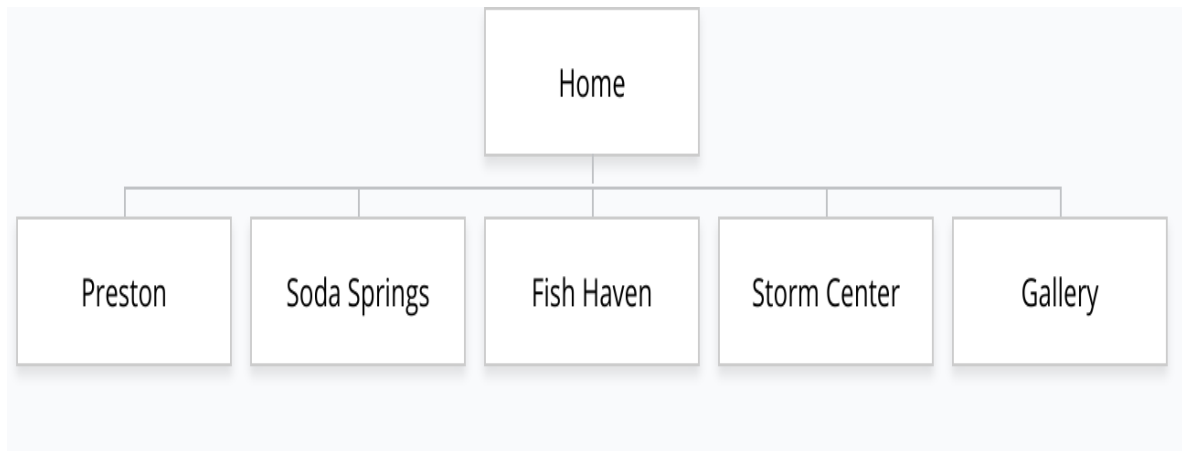
Teresa O.

- Occupation: Retired.
- Demographics and Education: 70 years old, professional.
- Goals and motivation for using the site: wants to plan her activities and know what's the forecast for the week, since she takes cares of some of her grandkids, she needs some help to make the kids know what to wear and what activities will be possible for them to do.
- Technology: uses mostly tablets and cellphones.

Scenarios:

1. What's the weather going to be on Saturday at the park for the party?
2. What's the weather going to be next week to plan a vacation at Bear Lake?
3. Is 30°F outside and my kid wants to wear shorts. How can I make him wear warm clothes?
4. Is the weather appropriate for a picnic at the park?
5. Is it going to rain tomorrow?

Site map:



Color Scheme:



Typography:

I will use two fonts. Happy Monkey and Amatic SC. These two fonts are cursive with makes them kids friendly and fun. Even though they are both cursive, they have a good contrast and complement each other.

Happy Monkey

Glyph

Hh

Characters

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Amatic SC

Glyph

AA

Characters

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