

PRECISEWEATHER.net

Site Plan

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Site Purpose

The key purpose of the **PRECISE**WEATHER.net website will be to inform Idaho residents about the latest weather conditions in the towns of Preston, Soda Springs, and Fish Haven. With this information, they will be able to prepare for weather conditions in a timely manner and plan accordingly. This objective will be fulfilled through showing the current conditions and future predictions in their respective area.

A secondary purpose is to provide town information or relevant articles to that specific area geared to tourists or guests, when looking for information before a visit.

The **PRECISE**WEATHER.net website will be a helpful tool for residents and tourists alike, providing accurate, and reliable predictions to make their lives easier.

Target Audience

The target audience for the **PRECISE**WEATHER.net is described below:

WHO: Preston, Soda Springs or Fish Haven town residents and guests interested in knowing the weather conditions.

AGE: 8-100

INCOME: Household yearly salary of \$50,000+

EDUCATION: High School diploma



EXPERIENCE: Familiar (experienced) with similar applications.

WHERE: From home or on the go.

WHEN: Any time of the day.

DEVICES: Desktop computer, laptop computer, mobile devices such as smart phones and tablets.

Personas

Name	Peggy Schuyler	Phillip Hamilton
Picture		
Occupation	Kindergarten Teacher	Clinical Lab Technician
Location:	Urban	Suburban
Age	18-24	55+
Social	Life of the party. Loves small talk and meeting new people. Loves traveling to visit her family in Idaho.	Family guy. Loves seeing his grandchildren play soccer games on Saturdays.
Goals	Learn more about weather conditions in the town her parents live.	Check weather conditions for upcoming soccer game.
Technological	Android smartphone. Frequents Pinterest, Facebook, and Instagram. Prefers Apple computers.	iPhone Smartphone. Frequents Facebook and LinkedIn. Prefers Windows computers.
Quote	"You only live once"	"Family that prays together, stays together."

Scenarios

Where can I find the range of temperatures for next weekend?

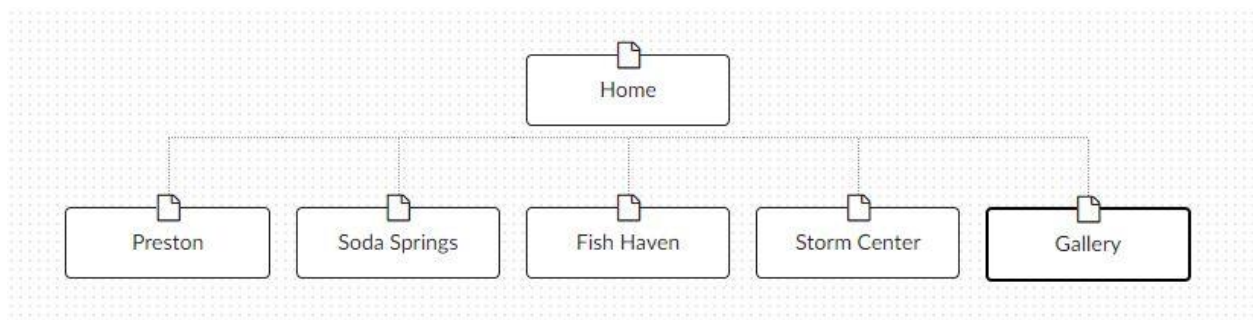
Will the skies be clear tonight in order to see the stars?

Where can I find upcoming events in Idaho?

I would like to take my parents for a picnic later this afternoon. Will it rain today?

How can I find out what the weather will be like in surrounding towns?

Site Map



Typography & Color Scheme

Site Header	Montserrat Black	40px	#000000	Sample
Primary Navigation	Montserrat Extra Bold	30px	#397D96	Sample
Footer Navigation	Montserrat Extra Bold	20px	#393E41	Sample
Heading 1	Montserrat Extra Bold	30px	#393E41	Sample
Heading 2	Montserrat Semi Bold	25px	#D3D0CB	Sample
Heading 3	Montserrat Semibold	20px	#393E41	Sample
Paragraph Text	Montserrat Extra Light	16px	#000000	Sample