Site Name: Wes’s Weather

The Site Purpose: Inform people of the weekly weather/updates.

A description of of the target audience including personas with at least five scenarios:

Target Audience: People that are “outdoorsy”

1. Theron Enjoys riding his bike and looks at the weather often on his mobile phone and on occasion on his laptop. His major motivating factor is his enjoyment of warm weather
   1. AGE:27
   2. Occupation: College student