

Southeastern Idaho Front Porch

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CIT 230

Overview

Site Name

Southeastern Idaho Front Porch

Domain Name

www.seidfrontporch.org (\$12/year)

Site Purpose

The purpose of this site is to share information about the weather, events, and history of various southeastern Idaho towns and communities.

Target Audiences / Personas

Primary Audience: Tourists that are visiting the area. Single Young Adults or Young Married Adults with young children.

Age: 18-30

Financial situation: Very little extra money to spend. Looking for low cost or free activities.

Interests: Outdoor enthusiasts. Hiking, fishing, biking, running and just being out in nature. Ready for an adventure.

What they want: Information regarding hiking trails, fishing spots, bike trails, nature walks and sights to see, and what the weather forecast for the area is. They also want information regarding current events in the area that they can attend.

What their needs are that aren't being met: There isn't a local site with up to date information regarding the best spots for hiking trails, fishing spots, bike trails, etc. Especially one that would also include weather forecasts and current events.

How my audience will usually access my site: Most will access the site through mobile devices and some laptops.

Secondary Audience: Retired couples from local or surrounding areas.

Age: 50 and up

Financial situation: Living on a fixed retirement income. Looking for low cost or free activities.

Interests: Enjoy being out in nature. Like to visit historic places. Enjoy spending time with grandkids outdoors.

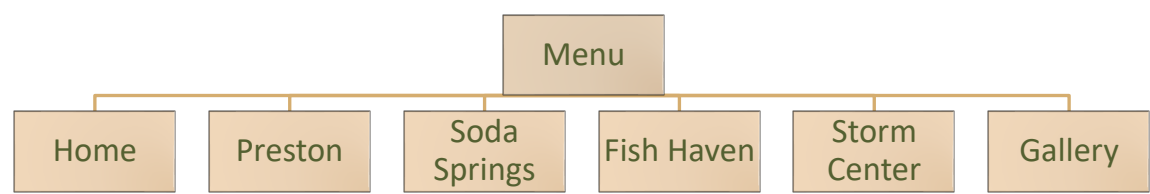
What they want: Information regarding local events and historical sites. Things to do and places to see. The weather forecast for the area.

What their needs are that aren't being met: They don't get out in nature enough. They need some ideas of places to go and things to do, and what kind of weather to prepare for.

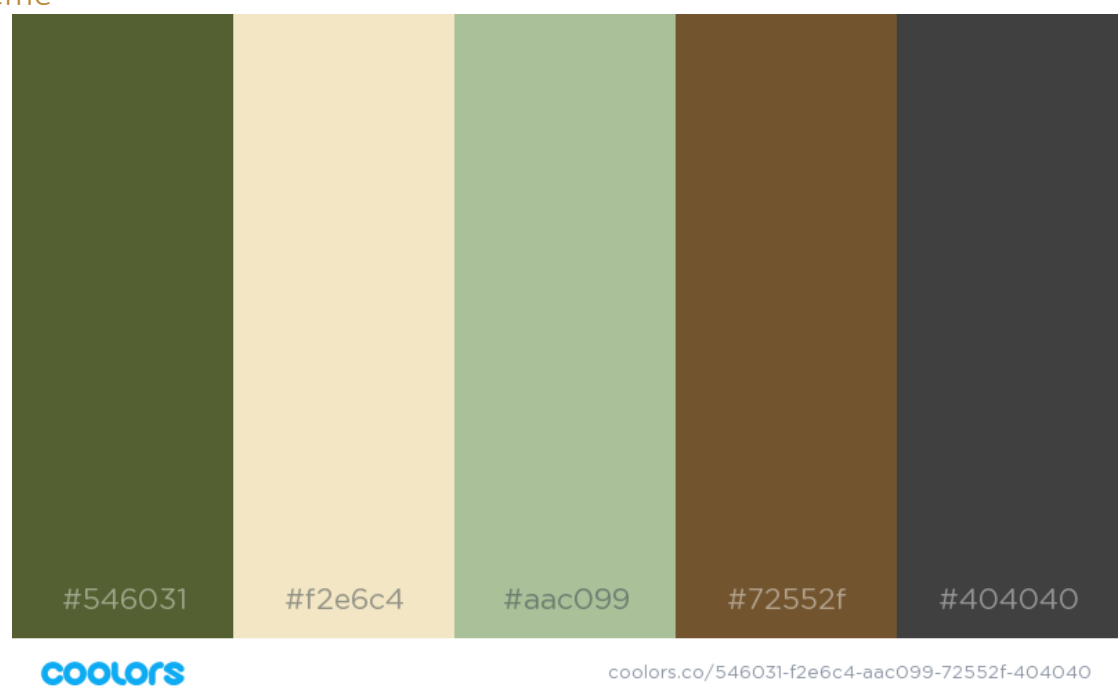
How my audience will usually access my site: Mostly desktop, laptop, and some mobile device users.

Layout

Site Map



Color Scheme



Primary Color	Secondary	Accent (hover)	Accent (frames)	Text
#546031 (dark green)	#f2e6c4 (cream)	#aac099 (light green)	#72552f (brown)	#404040 / #ffffff (black olive) / (white)

Typography

Headline Font
Roboto Condensed

Body Text Font
Open Sans

Wireframes

