



Spot on Weather Website Plan

spotonweather.net

Site Purpose

The purpose of the Spot on Weather website is to provide the local residence a website to find all of their weather needs. This website will be user friendly, visually appealing, and functional. This website will be easily memorable and bring users back day after day to check the weather.



Target Audience

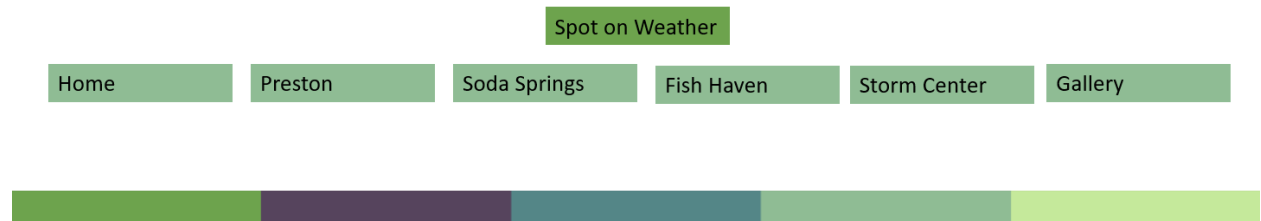
- The “locals”: We are targeting the locals of Preston, Soda Springs, Fish Haven and surrounding areas.
- The younger generation: It is important to note that those over the age of 50 have for most of their lives needed to watch the news, listened to the radio or read the newspaper for information about the weather. Those under 50 are more likely to be interested in going online to see the weather.
- “Blue collar” workers: Those people whose occupation has them working in positions where weather matters. Farmers, park rangers, etc.
- Families: We want to give the information needed to let families know what to expect on their day to day adventures. Stay at home parents want to know if it is a good day for a hike, for a trip to the zoo, etc.
- Weather enthusiasts: We want to bring those who love the weather to this website. We have a storm center and gallery page. These will be for our users to browse. There will be articles, and lovely content to look at.



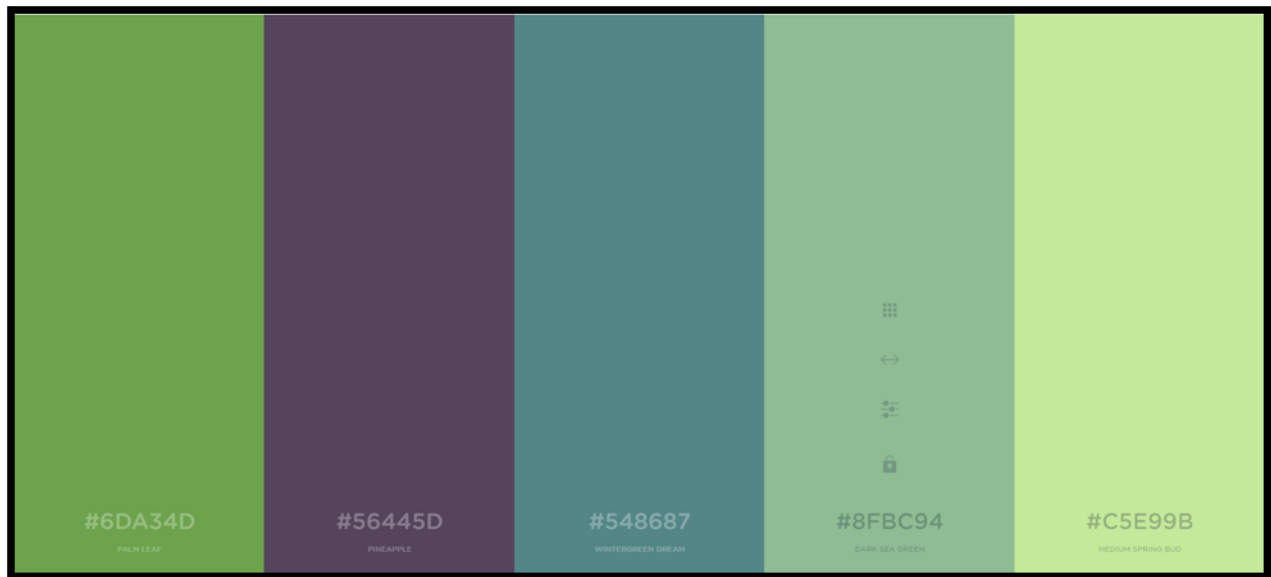
Personas

- Jena is a stay at home mother of three. She enjoys going on outings to nearby parks and spending time in nature. It takes quite a lot to get all her children ready to go out. Picking the right clothes, getting shoes tied, etc. This takes a lot of effort. Reliable weather is important. She would hate to get everyone ready only to be out and have it start raining unexpectedly.
- Mike is a business manager in the nearby city. He commutes an average of 30 to 45 min every day each way to work. He and his wife have a newer, well maintained car and an older car. If the weather is nice Mike drives the older car with bald tires. If it is forecasted to rain however, he takes the nicer, more reliable car.

Site Map:



Color Palette:



Color Assignments:

- Main Logo: #6DA34D
- Navigation: #8FBC94
- Navigation Text: Black
- Headings: #56445D
- Text: Black
- Main Background Color: #C5E99B
- Accent Color: #548687

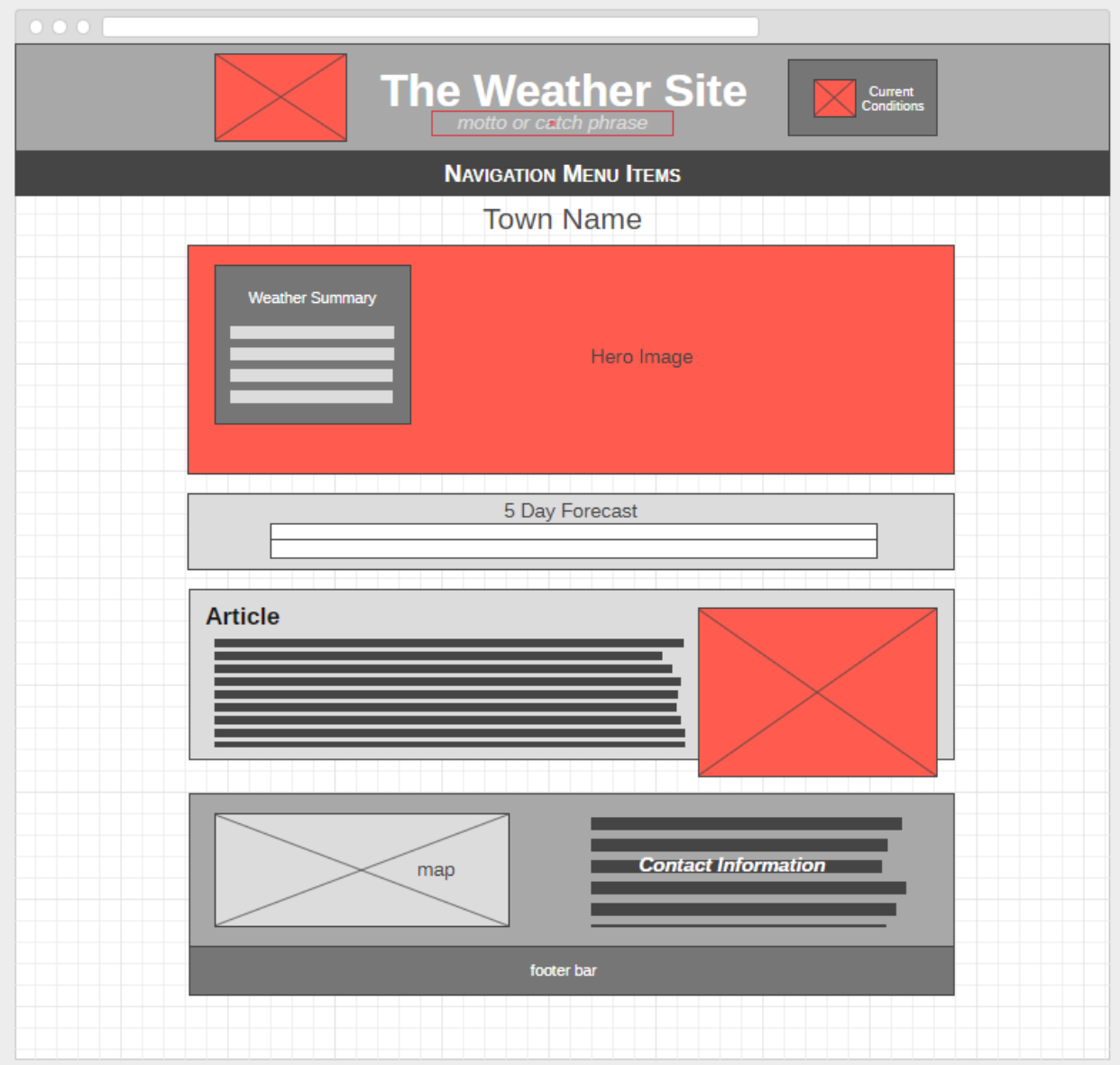


Typography:

Heading- Arial Rounded MT Bold



Body: The body is called Avenir Next LT Pro Regular. I love the clean crisp font and it is very readable.





The Weather Site

motto or catch phrase

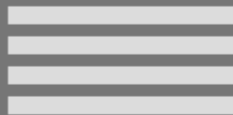


NAVIGATION

MENU ITEMS

Town Name

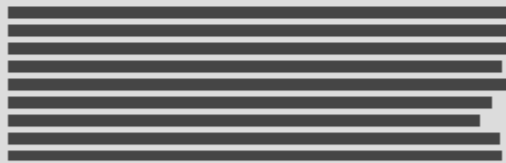
Weather Summary



Hero Image

5 Day Forecast

Article



map

Contact Information



FOOTER BAR

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