* An appropriate site name (not "The Weather Site") and domain name
  + The Idaho Weather Hub
  + **idahoweatherhub**.com
* The site purpose
  + The purpose of the site is to provide quick and easy access to current and forecasted weather data in Idaho. The page will also provide local event information along with how forecasted weather might affect those events.
* A description of the target audience including personas with at least five scenarios

**Who**: Farmers, hunters, fishermen, and tourists looking for winter activities such as Snowmobiling, snowshoeing, and cross-country skiing.  
**Age**: 10-100  
**Income**: Income levels will be $40,000 and above annually.  
**Motivation**: The page will provide a quick easy way for all visitors to find the current and forecasted weather and help them plan daily activities appropriate for the weather.

**Scenario 1**: Are there any winter storms forecasted this week that could prevent us from doing snow activities safely? Will there be enough snow on the ground?

**Scenario 2**: How should I dress for working outside today? Is there going to be rain that would require me to wear rain gear or work inside? Will it be warm outside?

**Scenario 3**: Will it be hot or cold for my hike today? Do I need to plan for extra layers for cooler weather? Do I need to be prepared with extra water for hot weather?

**Scenario 4**: What will the weather be like for camping this weekend? Do I need to bring an extra warm or a light sleeping bag with me?

**Scenario 5**: What would be the best time of day for me to go out hunting? When will the animals likely be out?

**Name**: William Jones  
**Occupation**: Farmer  
**Quote**: “The farmer has to be an optimist or he wouldn't still be a farmer.” Will Rogers.  
**Demographics and Education**: Married Male, Age 45, with a wife and 3 kids. Has a Bachelor of Science in Agriculture. Grew up in the area working the family farm prior to going to college and returned to take over and run the farm.  
**Motivation for using the site**: William will use the site to help plan his crop planting and harvesting. He will also use it to plan watering schedules. It will also help him with planning his daily activities.  
**Technical:** William will use a computer for most of his planning and will periodically use a mobile phone while out in the fields for updates as needed. He is not a heavy user of technology, using it only when necessary.

**Name**: Jennifer Albright  
**Occupation**: Analyst  
**Quote**: “I am always looking for my next big adventure. I work so I can fund those adventures.”  
**Demographics and Education**: Single female, age 30, no kids. Holds a bachelors degree in Business Administration. She has been working as an analyst for 5 years in the tech industry.   
Motivation for using the site:   
Technical:

* A simple sitemap
* A color scheme with references to elements/content
* Typography selections with references to elements/content (which is OK to combine in the report with the color scheme)