

Weathermore.com

Site Plan

Site Description

The purpose of this site will be to provide a place for a few towns in Southern Idaho to go and see the weather forecast for the upcoming week. This site will also provide fun and upbeat local news stories, and local events.

Target Audience

The target audience for Weathermore.com is:

- **Who:** Anyone who is trying to determine the weather, local events, or upbeat local news stories in Preston, Soda Springs, Fish Haven Idaho
- **Age:** 16-99
- **Education:** Highschool and above
- **Family Status:** Married or single
- **Where:** Preston, Soda Springs, Fish Haven Idaho
- **When:** Before leaving the house, or when making plans for the week
- **How:** This website will mostly be access on a cell phone

Personas:

Lacey Jonesborough

- **Occupation:** Full-time homemaker
- **Demographics & Education:** 26 years old, Married with 3 small children. She attended school for a few years before starting a family. She's choosing to focus on her little ones, but eventually wants to return to school.
- **Goals and Motivation:** Lacey comes to this website to check the weather to see if it's nice enough to head to the park for a few hours. She also likes to keep up on the local events in case something comes up that she can do with her kids.
- **Social:** She loves to spend time with other young mothers, and has an active social media profile.

Franklin Herbert

- **Occupation:** Real Estate Agent
- **Demographics & Education:** Franklin is 38, Married with 2 kids. He graduated with a bachelor's in business and has been in Real Estate for 15 years.
- **Goals and Motivation:** Franklin likes to hike and uses the website to make his weekend plans. He has also learned that

open houses do better in nicer weather, so he checks to make sure things look nice before he schedules one.

- **Social:** Franklin is social by nature, and loves to share his open houses online and go hiking with friends.

Jennifer McDougal

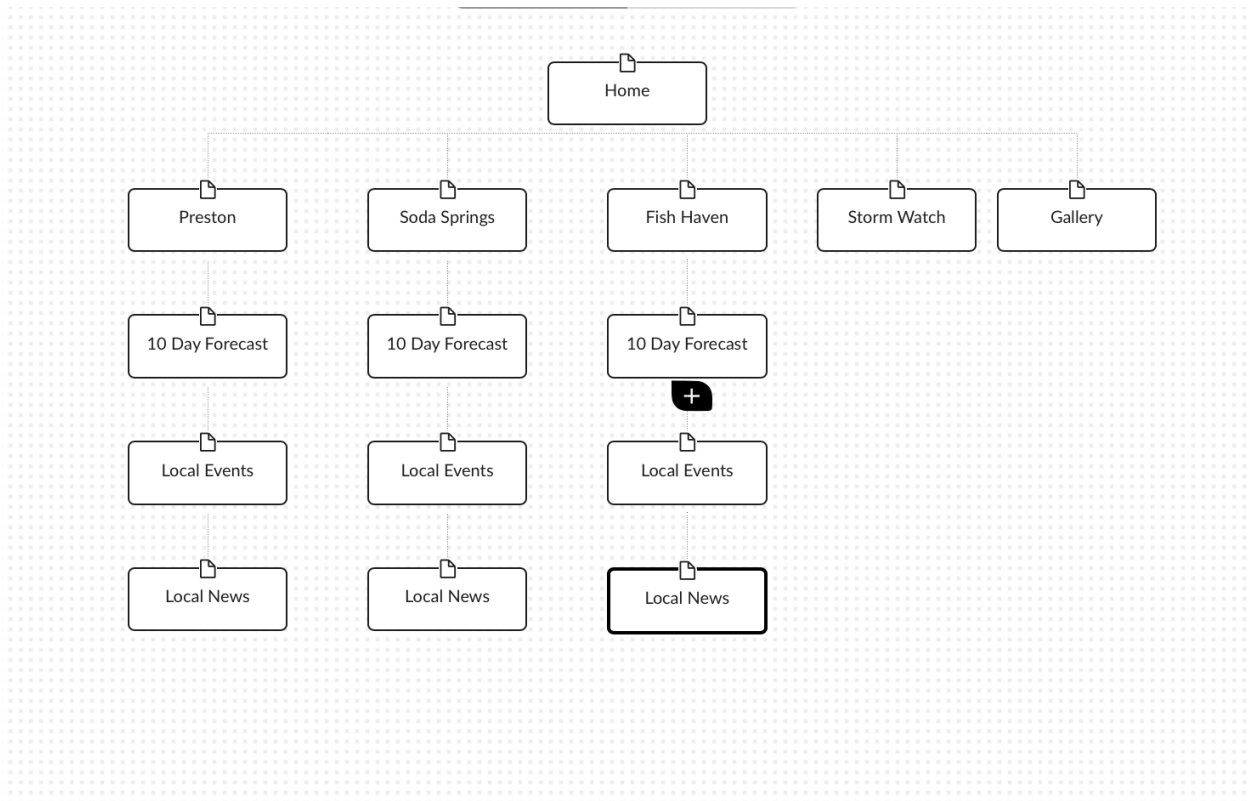
- **Occupation:** Full-time Student
- **Demographics & Education:** Jennifer is 24 years old and attending college. She will be graduating soon with a bachelor's in Education.
- **Goals and Motivation:** Jennifer gets frustrated by the depressing news stories all over TV. She knows she needs to stay informed, but loves come to the website to see fun lighthearted local stories.
- **Social:** Jennifer is a bit of an introvert, but she really shines in front of a classroom.

Scenarios:

1. I'm thinking of going to the pumpkin patch this weekend – will I need to wear raingear?
2. My family wants to come into town in a week, should have I have them pack warm or cool clothes?

3. I have a house ready to put up on the market – which would be the best day to have an open house?
4. We feel like getting out and having some fun in town, what kinds of events are happening tonight?
5. I've been on vacation for the last week, I wonder what has been going on in town?

Site Map:



Color Scheme & Typography:

Site Header	Arvo	50px	#526290	Sample
Primary Navigation	Arvo	40px	#EA8863	Sample
Footer Navigation	Arvo	30px	#AAB7DD	Sample
Heading 1 (h1)	Arvo	35px	#526290	Sample
Heading 2 (h2)	Arvo	25px	#526290	Sample
Heading 3 (h3)	Arvo	20px	#526290	Sample
Paragraph text (p)	Montserrat	16px	#000000	Sample