

Weather Site Plan

Site name: Weather 4 U

Domain: weather.gratis

Site purpose: The purpose of this site is to provide an easy to read weather website. Users will quickly and easily be able to access important weather information on any device.

Target Audience

- Who is using the site?

Ages: 10 –100

Education: Any

Family status: single, married, divorced

Anyone interested in the current weather

Example persona: Joe is a married 40-year-old construction worker. He has two kids. He has completed trade school. He uses the site to find the daily and hourly weather, since he spends all day outside working on the job.

Example persona: Amy is a single 21-year-old college student. She is working towards her Bachelor of Science degree in Meteorology. She is very interested in studying the weather patterns.

- What information is the visitor wanting?

Chance of precipitation(%)

Hourly and daily forecast

- What is the user doing when they visit the site?

Planning for outdoor activities

Preparing what clothing to wear for the day

- Where is the visitor located?

At home

At work

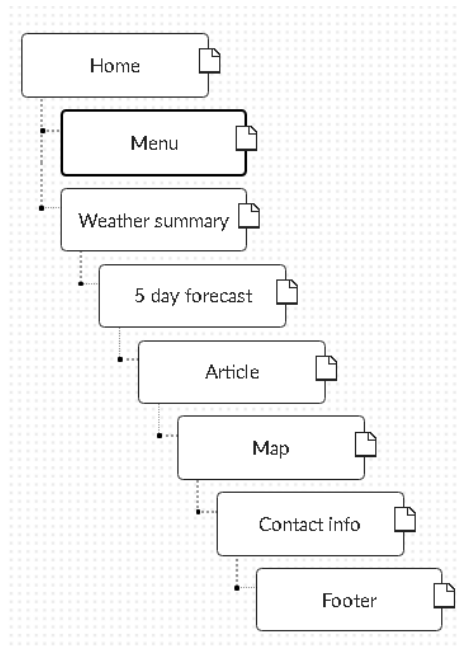
- How is the site being accessed?

Mobile Smartphone

Laptop or Desktop computer

- When is site being accessed?

In the morning, in the evening



Typography

Site header Georgia 40px

Primary Navigation Georgia 30px

Footer Navigation 14px

Heading 1 Georgia 30px

Heading 2 Georgia 25px

Heading 3 Georgia 20px

Paragraph text Segoe UI 16px

Color

Hex# 84c1fb

Hex# 84eafb

Hex# 00b4b8

Hex# 00fd04

Hex# 00fd04

Hex# 00fd04

Hex# 000000

