

Site Name

www.wassupweather.com is available via namecheap.com. It's €7.91/year. Although www.wassupweather.today is also available at €4.35/year.

Site Purpose

The purpose of this site is to provide easy to find weather related information related to Preston, Soda Springs, Fish Haven Idaho. Relevant weather articles, images, maps will be associated with each town, along with a specific storm related section for important updates. Each town page will also contain other relevant information and articles about that local. The main page will provide summary data of the weather in each of these towns and include relevant imagery. The primary purpose is to provide a single source of relevant, current weather information between these three cities.


Target Audience and Scenarios

The target audience for this website will be primarily 30-60 males or females that are outdoor sports people and spend a large percentage of their weekends hunting, fishing, camping, bike riding, hiking and other outdoor activities. Location will be the south east corner of Idaho focusing on a triangle formed by Preston, Fish Haven and Soda Springs. The audience will have at least a degree or technical vocation and make a minimum income of \$60K / year. They will be single or married. The audience will be looking for information mid to late week as plans solidify for the weekend. This can be done via mobile device or desktop.

Example Scenarios:

- What's the weather going to be like in the morning for fishing on bear lake?
- What will the conditions be for bird hunting?
- Is it going to snow in the mountains this weekend?
- Should we have the reception indoors tomorrow?
- Are the bike trails open?
- Should I pack my rain/cold weather gear?

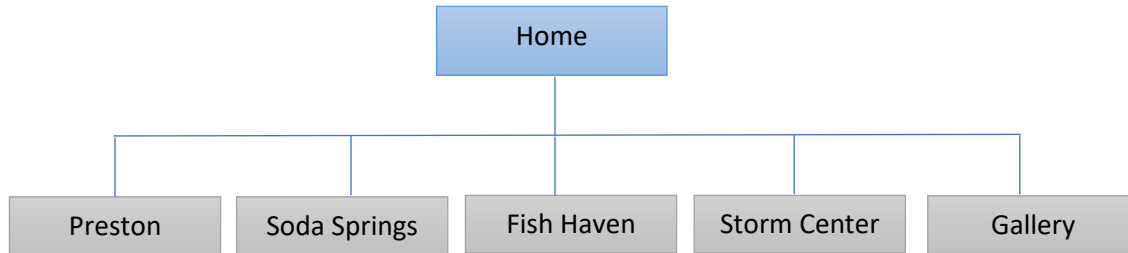
Persona 1

	Persona	Operations Employee
	Fictional Name:	Keith Duncan
	Job Title	Mechanical Service Operator
	Demographics:	45 years old Married Father of 2 children Technical/vocational trained
Goals/Tasks:	He works with engineers, electricians, mechanics and machinists in ensuring locomotives are moved to the right tracks for servicing and repair. He is safety oriented and does regular task-specific training. He is a dedicated family man.	
Tech Environment	He's comfortable on a smart phone doing basic browsing and uses the majority of the features. He's comfortable doing browsing and gaming on his PC at home and helps the kids with their homework.	

Persona 2

	Persona	Registered Nurse
	Fictional Name:	Katie Summerfeld
	Job Title/major responsibility:	Nurse – Intensive Care Unit
	Demographics:	38 years old Married Mother of 2 children Bachelors of Nursing degree with extensive specific training
Goals/Tasks:	Works with intensive care patients, evaluates interventions, develops care plans, works with doctors, and other medical personnel to ensure proper care is provided to the patient.	
Tech Environment	She is comfortable around computers, tables and smart phones as these are tools used to help with data logging and tracking patient info. helps the kids with their homework.	

Site Map



Color Scheme

Color scheme needs to be earthy, but vibrant. The following is an example of what this might look like.

Color Wheel Extract from an Image

Apply Color Harmony Rule

- Analogous
- Monochromatic
- Triad
- Complementary
- Compound
- Shades
- Custom

Color Mode: RGB

Color	Hex	Value
Blue-Gray	#6D96A6	109
Dark Olive Green	#4D5922	77
Yellow	#D9CB04	217
Mustard Yellow	#BF7E04	191
Brown	#BF7534	117

Typography

The font pairings that will be used are Merriweather and Lato. These are clean, professional looking fonts and the combination is complimentary.

Open Sans		+
Montserrat		+
Oswald		+
Lato		+
Merriweather	Light	↕
Lato	Regular	
Roboto		+

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.