

Site Name

Southeast ID: The Weather

This name is available for use as a domain (seidtheweather.com) according to Google Domains.

Site Purpose

The people of southeast Idaho can come to this website to find out what the weather conditions are currently like and what they will be like in the future. There will be weather related stories on the home page and the 3 town pages as well. Along with stories and the up-to-date weather forecast, there will also be tips and tricks to prepare for the upcoming weather. Suggestions for what to wear will also be provided.

Target Audience and Scenarios

Sarah Patterson



Occupation: Stay at home mother of 3.

Demographics & Education: 30 years old. Received an associate's degree in general studies from BYU. Her children include a 6-year-old girl, 3-year-old boy, and a 6-month-old boy.

Goals and motivation for using the site: Sarah often takes her children on adventures around Southeast Idaho and knowing the weather greatly effects where and when they go out.

Social: Sarah often plans her outings with her children with other moms that have children the same ages as hers. She loves the outdoors and takes hikes with her husband for date night.

Technology: Always has her iPhone in hand to record videos and take pictures of her children. She uses her phone to check the weather and research any other information she may need.

Quote: "Being outdoors is where I feel closest to God. My children and I are so much happier when we get to be in the great outdoors."

Morgan Forsythe



Occupation: Owner of A-to-Z Technologies

Demographics & Education: 25 years old. Received a bachelor's degree in computer information technology from Boise State University.

Goals and motivation for using the site: Morgan is happiest in nature. Southeast Idaho has sporadic weather so he checks the weather often to see when he can plan outdoors on the weekends.

Social: Morgan works at least 40 hours a week running his company. He runs it with his best friend so he's not alone all week. On the weekends he gets together with his adventure buddies to traverse the wilds of Idaho. He's a single millennial who values friendship and diverse cuisines.

Technology: Since Morgan runs a tech company, he has all of the latest Apple gear like an iPad Air 2, MacBook Pro, and an iPhone X. He also has a PC desktop that he built himself. His tech knowledge increases almost weekly because he does online programs to get different tech certificates.

Quote: "I love technology, it is how I make my livelihood, but I love the outdoors more. I'm at home there. I need both to have balance and happiness in my life."

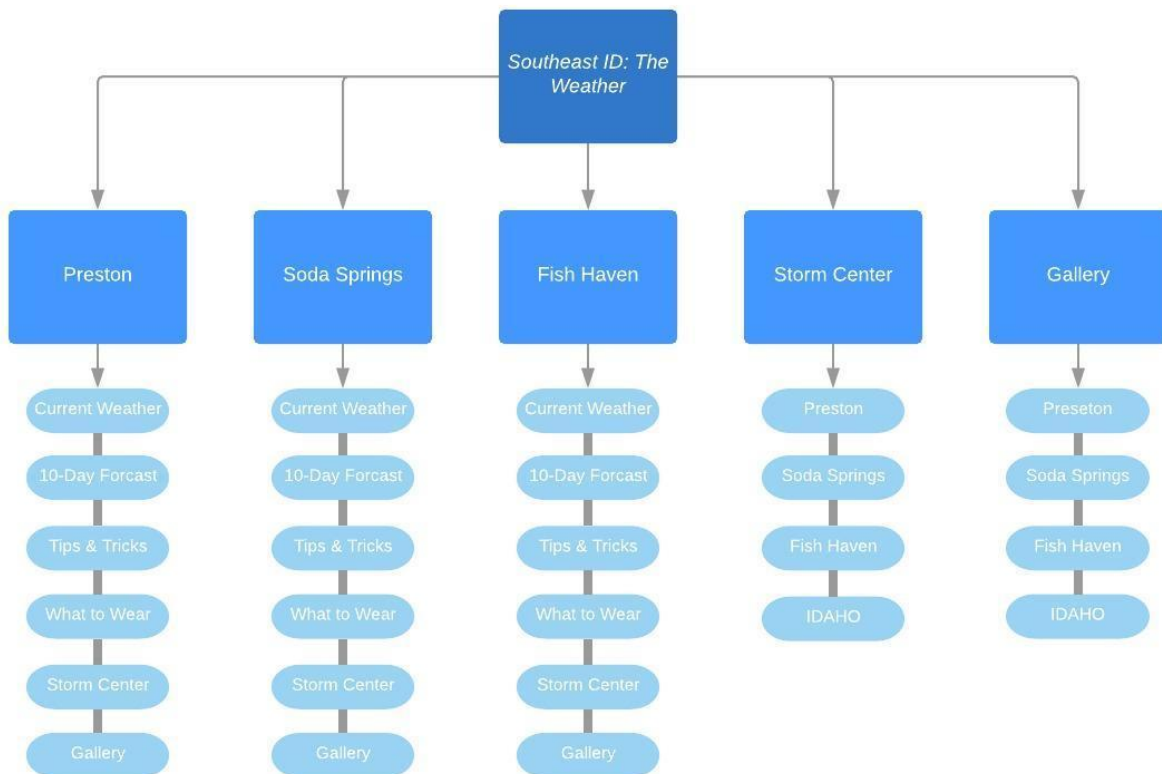
Scenarios:

1. What is the weather in Southeast Idaho right now?
2. Will it snow this weekend?
3. What are the road conditions going to be like tomorrow?
4. What is the temperature outside right now?
5. What are the lows tonight?
6. When will the storm get here?
7. How warm should I dress today?
8. Where can I find cool nature pictures of Idaho?

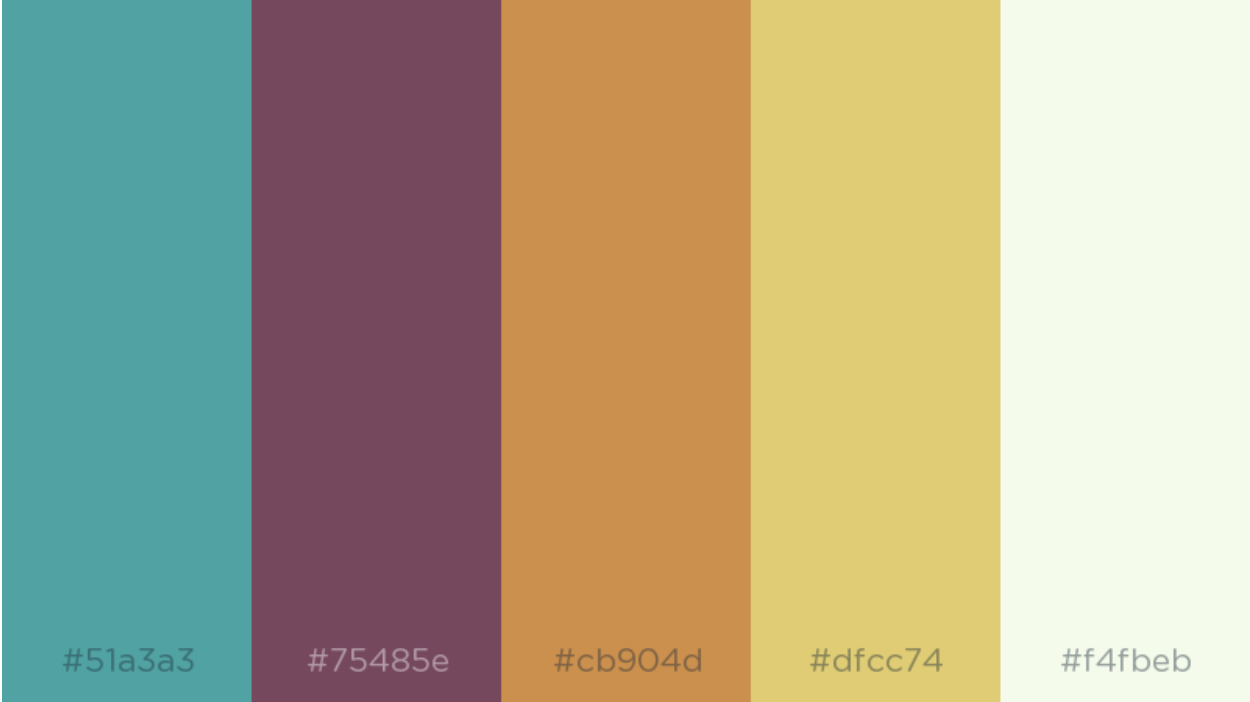
Site Map

Southeast ID: The Weather Site Map

Bekah Howe | January 31, 2019



Color Scheme & Typography



COOLORS

coolors.co/51a3a3-75485e-cb904d-dfcc74-f4fbeb

Primary	Secondary	Accent	Accent	Accent
#dfcc74	#75485e	#51a3a3	#cb904d	#f4fbeb

Navigation & Headings Font: **Fjalla One**, sans serif

Paragraph Font: **Libre Baskerville**, serif