

Idaho Tri-Cities Weather

Site Name and Purpose

My website will be called Idaho Tri-Cities Weather with a domain name of idahotricities.com. The purpose of this site is primarily weather information for Preston, Soda Springs and Fish Haven. It will contain the weather forecast for each city as well as weather events, warnings, and related stories. There will be information about community events, with forecasts for those events. It will also contain weather related articles and news for example, articles about safe travel in the winter or guidelines for leaving pets in vehicles during various temperatures. There will be links to road reports for winter travel as well.

Target Audience

The target audience for this website is primarily residents of the cities Preston, Soda Springs and Fish Haven, Idaho. Secondly the target audience will be people visiting these communities.

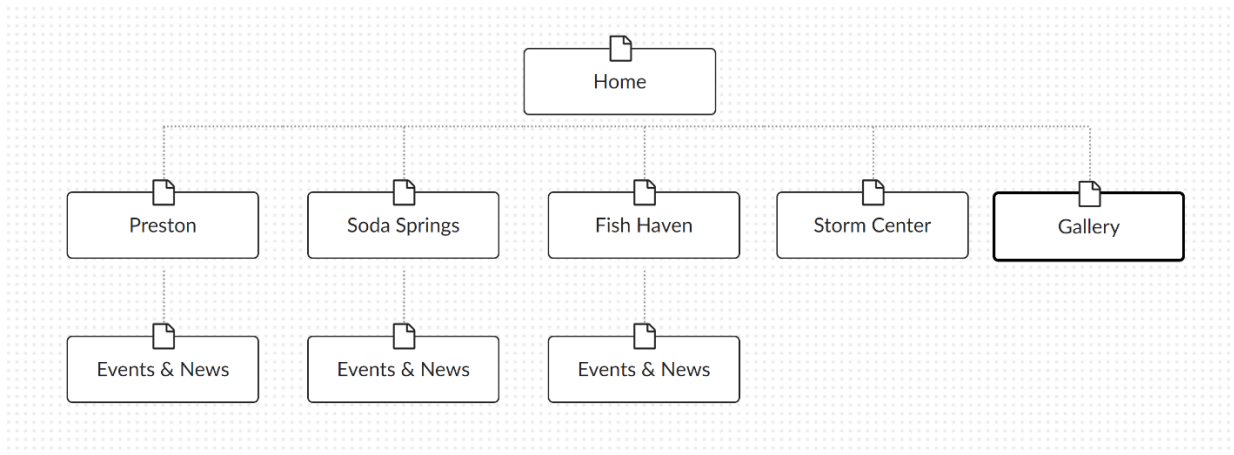
An example of one visitor to the site is Linda. Linda is a 65 year old woman, retired nurse, mother of 2 and grandmother of 7. Linda lives in Preston, ID.

Another visitor of the site is David. David is a 34 year old, single business owner. He lives in Logan, UT and travels frequently to Fish Haven where he has a small cabin used for fishing trips.

Linda visits the site regularly. She looks for the weather forecast and frost warnings to know when she should cover her garden. In the winter she looks for weather warnings and road conditions when she is travelling to visit the grandkids. Whenever she has family come to visit, she gets on the site to check out local events and plan fun things to do with her company. She likes to tell the kids what the weather will be so they know what to pack. Linda most often checks the site from her iPad, but she uses her desktop occasionally.

David checks the website whenever he is planning a trip to the cabin, at least once a month. When he gets on, he is looking for the weather in Fish Haven, any weather advisories or storms moving in. He also checks to see if there are any local fishing competitions. Often David will bring a friend with him on his fishing trips. He uses the site to look for local events like live music or a new eatery to try out in the evenings. David primarily accesses the site from his iPhone and very rarely from his laptop.

Site Map



Color Scheme



The color scheme for this website is above. I chose these colors because of the natural, earth tones. There is good contrast and the muted colors are calming. Most of the type will be the black. The other colors will be used in backgrounds and navigation.

Typography

All of the body copy and majority of the type on the page will be in Lato with Special Elite for contrast. The stack will be as follows; Lato, Arial, sans-serif or Special Elite, monospace.

Links will be the cornflower blue (#AFCBFF), visited links the green (#B2E4DB) and depending on the background, the hover will be the eggshell (#F0EBCE) or the winter blue (#A0DDFF).

Lato - 16px paragraph - #302E2E

Special Elite - 30px heading 1 - color varies