

# **Website Planning Document**

## **The Thomsen Weather Site Project**

### **Site Name:**

The site is going to be called Smart Weather Travel. It will have a URL of smartweathertravel.info.

### **Site Purpose.**

Smart Weather Travel is a website to update current and future weather conditions in different areas of the world, from local to far away. This will allow visitors to plan their trips to the local supermarket or dream trip far away in a way that they can plan ahead for potential weather conditions.

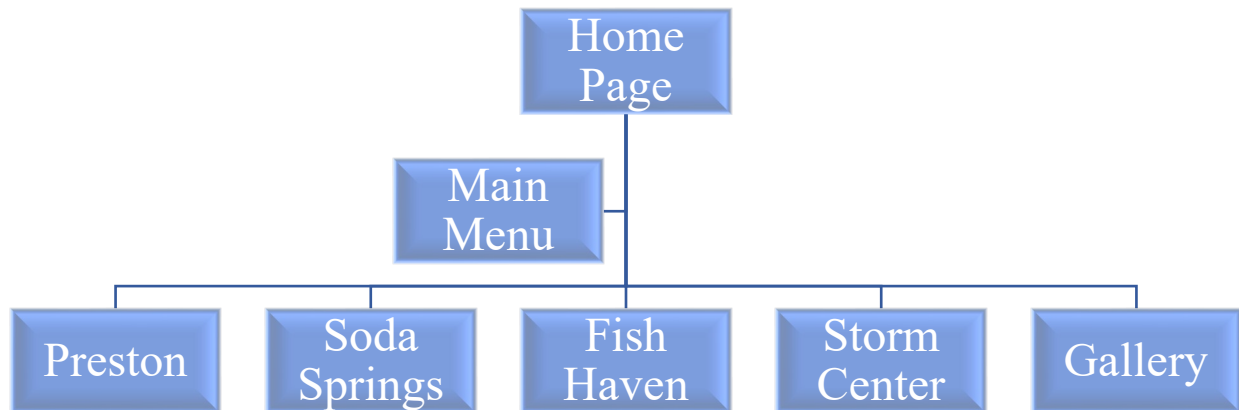
### **Target Audience:**

- Who: Students, Travelers, Parents, Construction workers, Community members, Local Residents, Emergency preparedness specialists, Business workers, Missionaries.
- Age: 5 and up
- Motivation: To stay safe in different weather elements, know how to properly dress for the day, know what to pack with them for the trip they planned
- Education Level: Elementary and above

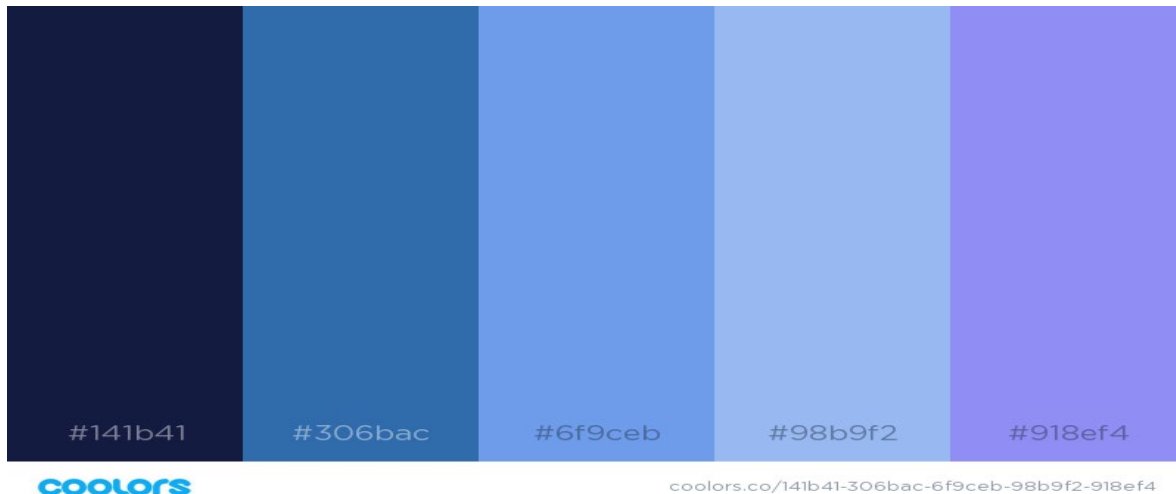
### **Scenarios:**

- Scenario 1 persona:
  - Local resident Sally wants to take her kids to the zoo. The zoo is 20 miles away and outdoors, so she wants to know how to dress her young kids before taking them, so they won't end up soaked or too hot or too cold allowing them to fully enjoy the zoo.
- Scenario 2 persona:
  - Christopher is native to Utah but needs to take a business trip to Florida in February. He has never been to Florida and needs to know what kind of clothes to bring with him and to be able to plan out activities in the spare time they are also allowing him to have while he is there.

## Site Map:



## Color Scheme:



## Typography:

Embedding Font:

```
<link href="https://fonts.googleapis.com/css?family=Indie+Flower|Josefin+Sans|Raleway" rel="stylesheet">
```

CSS:

```
font-family: 'Josefin Sans', sans-serif;  
font-family: 'Raleway', sans-serif;  
font-family: 'Indie Flower', cursive;
```

Josefin Sans – Regular

Raleway — Regular

Indie Flower – Regular