

Site Map

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Site Name: The Weather Hub

Site URL: weatherhub.org

Site Purpose:

The purpose of this site is to provide weather information and basic data for each of the three towns such as local activities, tourist attractions, current growing conditions, any storm warnings. This information will allow users to make informed decisions about their outdoor choices as well as help them be prepared for the current weather conditions.

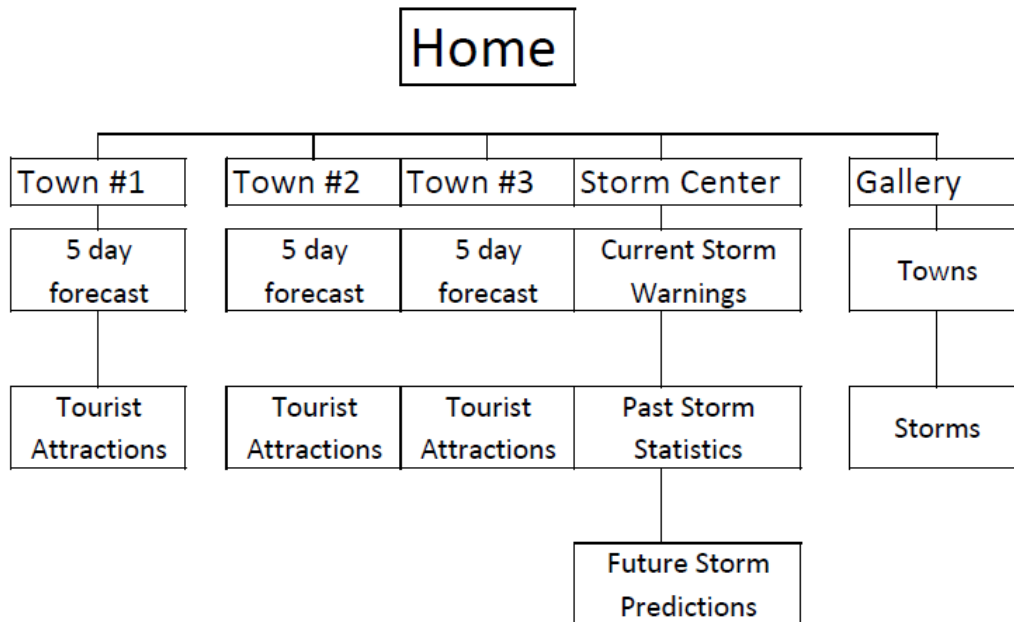
Target Audience:

The target audience for this website is rather large as it will include a wide range of ages and income levels. It will cater to both locals, newcomers, and even those considering a quick visit. The common behaviors of the users will be those who are interested in current, and near future, outside conditions as well as available outdoor activities.

Personas/Scenarios:

1. Adult female in her early 20's, middle income bracket, chairperson over charitable bike race.
2. Teenaged male, no current income, member of HS football team.
3. Female in her 50's, town resident, low income bracket, planning a weekend yard sale.
4. Male in his 30's, high income bracket, tourist, interested in experiencing all that the town has to offer while on vacation.
5. Adult Male in his 40's, middle income bracket, farmer, concerned about upcoming storm and the affect on it will have on his crops.

Site Map:



Color:

Background: hex-2A4F6E

Text: hex-123552

Link:hex-042037 **Visited:**hex-551900 **Hover:**hex-D4BA6A **Active:**hex-FFEAAA

Nav Background: hex-718DA5

Color palette:



Typography:

Site Header: Bubble Gun Sans 40px

Primary Navigation: Bubble Gum Sans 30px

Footer Navigation: Bubble Gum Sans 20px

Header 1: Bubble Gum Sans 30px

Header 2: Bubble Gum Sans 25px

Header 3: Bubble Gum Sans 20px

Paragraph: Roboto 16px