

Tri Cities Weather Today Site Plan

Site Description

The site should provide easy to access weather and related information for the three cities along with dynamic content of interest to target users.

Site Name

Tri Cities Weather Today.

The domain of tricitiesweathertoday.com is available for \$18 per year from Domain Rocket (domainrocket.com)

Site Purpose

The purpose of this site is to deliver current and near future weather information to locals and those visiting the area to enable them to plan their activities accordingly.

Target Audience

The audience would be any locals, vacationers, business travelers, and potential new residents planning to be in the Tri City area.

Personas:

Sandy Davis

- Occupation: Mom, marketing manager
- Demographics: Wears many hats, employed, school kids, activities, out and about running all day. Age 35, college educated. Runs on a tight schedule.
- Goals and motivation for using the site: Needs up-to-the-minute weather detail and future projections in order to dress herself and her kids for activities.
- Social: Home, office, gym, school, soccer field, grocery store.
- Technology: Frequently uses desktop at home and at work, laptop is with her always, smart phone, and tablet.
- Quote: "I'm not supermom, but I know how to utilize tools to make me appear that way."



Murphy Morris

- Occupation: Pharmaceutical representative
- Demographics: 41 years old, travels 60 percent of the time. Visits Tri Cities area twice a month to market to doctors and hospitals.
- Goals and motivation for using the site: Weather is important to him to make travel plans, as well as planning golf excursions and other activities for clients.
- Social: Single, he enjoys mild partying, usually in connection with entertaining clients. Keeps himself fit utilizing hotel gyms on the road.
- Technology: Laptop goes with him everywhere, smart phone.
- “The rep with the best wine and dine agenda gets the sale.”



Site Map

Home

Preston

Soda Springs

Fish Haven

Storm Center

Gallery

Color Scheme:

Background: E1E181
Heading Blocks: 5D6F96
Subheading Blocks: DD7E83
Heading Type: 515662
Content Type: 939376

Typography:

Site Header: Georgia 40px
Primary Navigation: Georgia 30px
Heading 1: Georgia 20px
Heading 2: Georgia 25px
Footer: Georgia 20px
Content: Sans Serif 16px