

1 SITE DESCRIPTION

The purpose of this document is to describe the WEATHERBUDDY.COM website, it's purpose, and its targeted audience. This is a planning tool for CIT 230.

2 SITE NAME

Weatherbuddy.com

3 A DESCRIPTION OF THE TARGET AUDIENCE INCLUDING PERSONAS WITH AT LEAST FIVE SCENARIOS.

Target Audience:

1. **Sex: Male/Females**
2. **Ages: 25 – 54, over 55**
3. **Income: 70k**

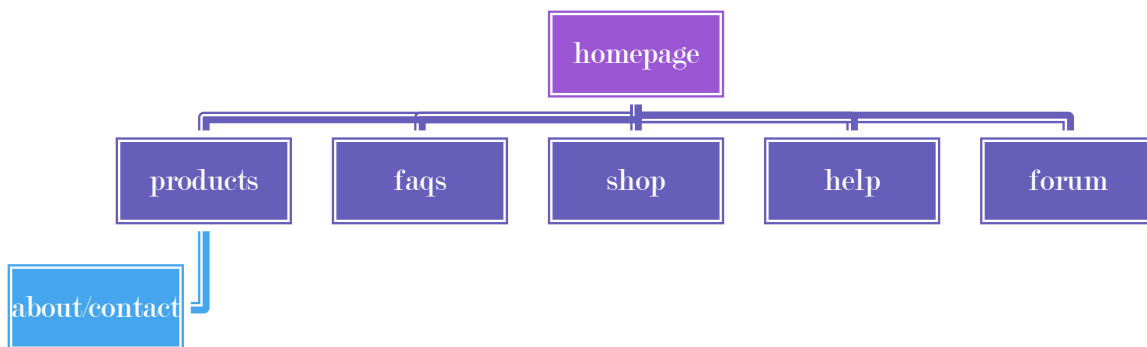
Personas:

1. **Name: Lester Pervis**
 - a. **Occupation: Handyman**
 - b. **Demographics: 33, male, high school diploma, single father**
 - c. **Goals and Motivation: Check the forecast prior to going to work.**
 - d. **Social: Drink beer with friends every Friday night.**
 - e. **Technology: 90" 4k LCD, iPhone**
 - f. **Quote: "Don't go gettin' your knickers in a knot."**
2. **Name: Harriet Tubman**
 - a. **Occupation: Security**
 - b. **Demographics: 36, female, former US Army Staff Sargent,**
 - c. **Goals and Motivation: Work related.**
 - d. **Social: I don't have time for friends.**
 - e. **Technology: I get my subscription for guns and ammo every month.**
 - f. **Quote: "I was in the US Army infantry, and there are only so many things you can do when you get out of the military that you can apply your job to. Either a janitor or a cop."**
3. **Name: Juan Kittenpaw**
 - a. **Occupation: Farmer**
 - b. **Demographics: 68, male, family owned farm**
 - c. **Goals and Motivation: Got to know the weather prior to harvest.**

- d. **Social: What is that?**
- e. **Technology: GPS on the rig, and Samsung in my pocket.**
- 4. **Name: Xuanyu Liu**
 - a. **Occupation: Student**
 - b. **Demographics: 19, Male, I have always had a fascination with the weather.**
 - c. **Goals and Motivation: Small talk.**
 - d. **Social: Gamer (Xbox)**
 - e. **Technology: As much as I can afford.**
 - f. **Quote: "2nd place is the first loser."**
- 5. **Name: Claudia Wells**
 - a. **Occupation: Homemaker.**
 - b. **Demographics: 35, female, homeschool's own children.**
 - c. **Goals and Motivation: Find out the weather.**
 - d. **Social: Facebook, Instagram, Twitter.**
 - e. **Technology: Newest iPhone.**

Scenarios:

4 SITEMAP



5 A COLOR SCHEME WITH REFERENCES TO ELEMENTS/CONTENT

Color Scheme:

1. Not sure yet. Maybe customizable?

Typography:

1. Headings will be Fahkwang.
2. Content will be Open Sans.
3. Logo's will be Major Mono Display.