

# Weather Website Planning Document

Thursday, January 26, 2017  
10:04 PM

## Purpose:

- a. To provide accurate weather and stories but also to give access to less common data like river and lake levels which can be useful for planning trips, agriculture and in emergencies finding out about potential floods.

## Audience:

- a. The audience would hopefully include everything from the average citizen looking at the weather, to disaster preparation groups to weather enthusiasts looking for a little more data.

## PERSONA

### 1. Kate Elwing

**Age:** 37

**Gender:** Female

**Education:** Associates Degree - Business Management

**Profession:** Mother of a Boy Scout

**Reason for visit to the site:**

Looking to see what gear her son should pack for scout camp.

**Motivations:**

Kate's son is working hard and fast get merit badges done and she's doing all she can to keep him focused.

Kate wants to make sure he has the right gear in case it rains, gets muddy or anything else. "Be prepared!"

Kate also wants to make sure river conditions are safe for his high adventure activity when they get to raft down a river near the camp.

**Devices used:**

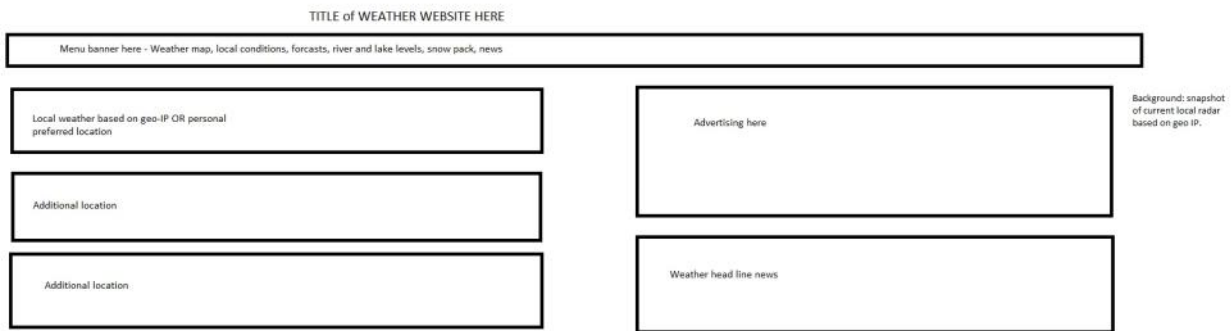
Kate is "plugged in". She's on social networks for both her home life (Facebook) and her job (LinkedIn).

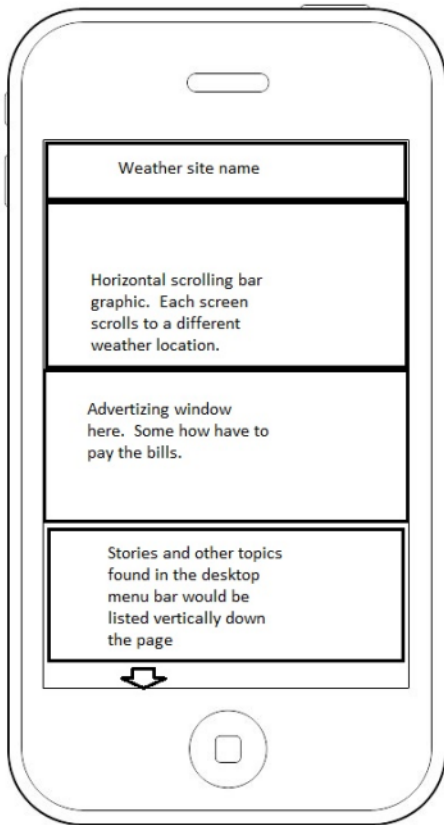
Kate constantly checks her smart phone and usually has at least three applications going on her computer at any time.

**How she found the site:**

Her son's scout master pointed the site out to her.

## Website Layouts





Might have the weather map as a background again behind the windows.. probably opaque or something.