

WEATHER SITE PROJECT

GILDA GALLEGOS

CIT230-10

GILDAWeather.com

SITE NAME

The site is going to be GILDAWeather.com.

SITE PURPOSE

To create a Weather Page easy to understand for everyone, but at the same time to make accessible integer and detailed information for customers with their own business, traveling or planning according their marketing planning.

TARGET AUDIENCE AND SCENARIOS

Who: Professional that need to know how will be the weather to fulfill their work: Tourism Industry, Marine, Customer and Cargo Transportation, Pilots, People who works outdoor.

Daily people as: housewives, teenagers that go to school, adults working, business owners, etc.

Age: 14 to 100

Technology: All classes of device: Large-Width Screened (desktops/laptops) Medium Screened (tablets) and Small Device (smartphones)

Motivation: Predict the weather to schedule their activities.

PERSONAS

Erika Rodriguez



- Occupation: University Student
- **Demographics and Education:** 28 years old. Part-time waitress in a coffee restaurant. She is pursuing business management career

- **Goals and motivation for using the site:** to check the daily weather in the easiest and fast way.
- **Social:** Very active individual, loves being outdoors in the country side make little trips and treks activities. She loves to organize economic trips with her university friends to leave from the city to some near places with beautiful landscapes, surrounded by nature.
- **Technology:** She prefers the small screened devices so she can reach it anywhere, and to search for a quick information, and use its photos' tools. She loves write blogs about the places that she visited.
- **Quote:** "I will like to know the weather condition the earliest as possible to schedule our little trips for weekends

Mauricio Chirinos

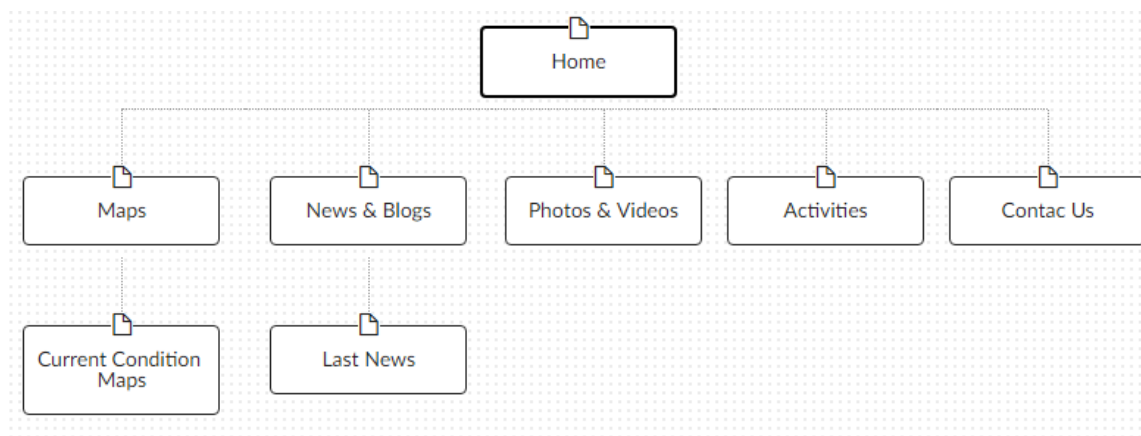


- **Occupation:** Textil Business Management
- **Demographics and Education:** 55 years old. Works since 20 years ago in a Textil Company that offer alpaca and vicuna fiber products, and promoting their product in different countries around the world. He has a degree in Business Management and International Commerce
- **Goals and motivation for using the site:** how he has to travel a lot, he experienced sometimes problems due weather conditions. He needs a powerful tool that let him to reschedule his trips by advance and to avoid lose time and business opportunities.
- **Social:** Likes to go to fish with his friends some weekends or travel to Europe with his wife and two daughters. He likes to play soccer and to see old movies in his free time.
- **Technology:** He uses personal laptop, but he loves more his Boggie Board LCD Writing Table where he can write and access to his notes anytime and administer better his activities. He uses a personal iPhone, with Microsoft Office Software for more business tools, like email, read documentation, spreadsheets and presentations.
- **Quote:** "You don't know where or when you can find a big opportunity, so you have to be prepared".

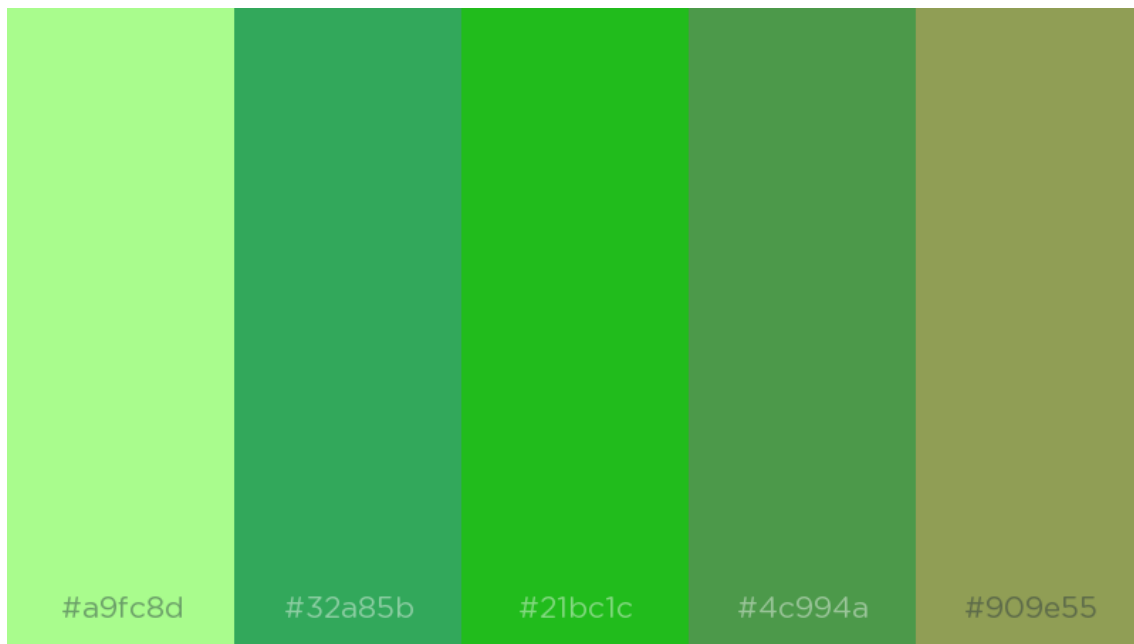
SCENARIOS

1. Why is GildaWeather important to me and my organization
 - Schedule activities more efficiently.
 - Choosing clothes to buy and wear.
 - Programming my schedules.
 - A good tool for my business.
2. Is there a recommended process that I would follow to profit better GildaWeather?
 - See the map to understand the weather movement in the country
 - Comparisons with before season and years' weather conditions.
3. What is the ideal Weather Page?
 - To give information according customer needs: quickly and short information or more detailed and professional information.
4. How has GildaWeather evolved?
 - Planning stocks for my business and future seasons.
 - Advertisement campaigns and marketing decisions.
 - Customer services and promotions
5. What is the service in the context of GildaWeather?
 - To different images according customer that search information: For professionals and for normal people that need to short information and short time.

SITE MAP



COLOR SCHEME



coolors

coolors.co/a9fc8d-32a85b-21bc1c-4c994a-909e55

TYPOGRAPHY

Site Header	Roboto, sans-serif	25px	#4c994a
Primary Navigation	Roboto, sans-serif	12 px	#32a85b
Footer Navigation	Roboto, sans-serif	10 px	#909e55
Heading 1 (h1)	Roboto, sans-serif	18 px	#4c994a
Heading 2(h2)	Roboto, sans-serif	16 px	#4c994a
Heading 3 (h3)	Roboto, sans-serif	14 px	#4c994a
Paragraph Text	Roboto, sans-serif	12 px	#32a85b

