

SITE PLAN

SITE NAME: ATMOSACTIV.COM



PURPOSE STATEMENT:

The main purpose of AtmosActive.com is to keep users up-to-date on the current weather. The secondary purpose is to :_____.

TARGET AUDIENCE:

WHO: Agriculturalists, local communities

AGE: 14 - 100

TECHNOLOGY: mobile browser, mobile app, desktop, tablet, laptop

INCOME: will vary

MOTIVATION: improve knowledge of daily forecast

PERSONAS:

CHUCK BROADWAY

OCCUPATION: Retired Naval Aviator

DEMOGRAPHICS AND EDUCATION: 68 year old retiree, undergrad degree in accounting

GOALS AND MOTIVATION FOR USING THE SITE: to keep up-to-date on local weather and weather near loved-ones.

SOCIAL: Not very active in the social community outside of his immediate family, enjoys yard work, spend a lot of time with grandkids

TECHNOLOGY: Minimalist. Uses iPhone, tablet, and Desktop

QUOTE: "Don't let the b*stards get you down." (He has said many things in his lifetime. This seems to be the one quote that sticks with me though.)

PURVI ALBERS

OCCUPATION: Trademark Attorney

DEMOGRAPHICS AND EDUCATION: 43 year old with a law degree and 20 years of experience practicing law.

GOALS AND MOTIVATION FOR USING THE SITE: Know local weather to help plan outfit and route to work and after-work entertainment

SOCIAL: Very active socially, spends time at her ranch on the weekends, loves relaxing outdoors when the weather cooperates, active night-life with her husband and clients and large network of friends and colleagues. Somehow able to balance the kind of lifestyle that won her Dallas Magazine's Most Beautiful Woman in Dallas, and winning the extremely prestigious law-field award Chambers, has a thriving practice with such huge clients as Amazon.com, Starz Entertainment, TGIFridays, Tuesday Morning, and the NFL.

TECHNOLOGY: iphone, laptop, desktop, tablet, wireless earbuds, stays connected to work via smart device

QUOTE: "One can be stylish and functional at the same time."

DIANE BROADWAY

OCCUPATION: Retired Procurement Analyst for the U.S. Army, Civil Servant

DEMOGRAPHICS AND EDUCATION: 66 year old retiree with an undergrad in accounting

GOALS AND MOTIVATION FOR USING THE SITE: To know if it will be nice enough to use the pool and wear her bathing suit instead of pants around town even though it looks ridiculous when she does that.

TECHNOLOGY: Has the latest everything but only uses her iphone and desktop

Social: Enjoys being the president of the Home Owners Association in her neighborhood and inviting the pool boy over for breakfast because "He's part of the family now."

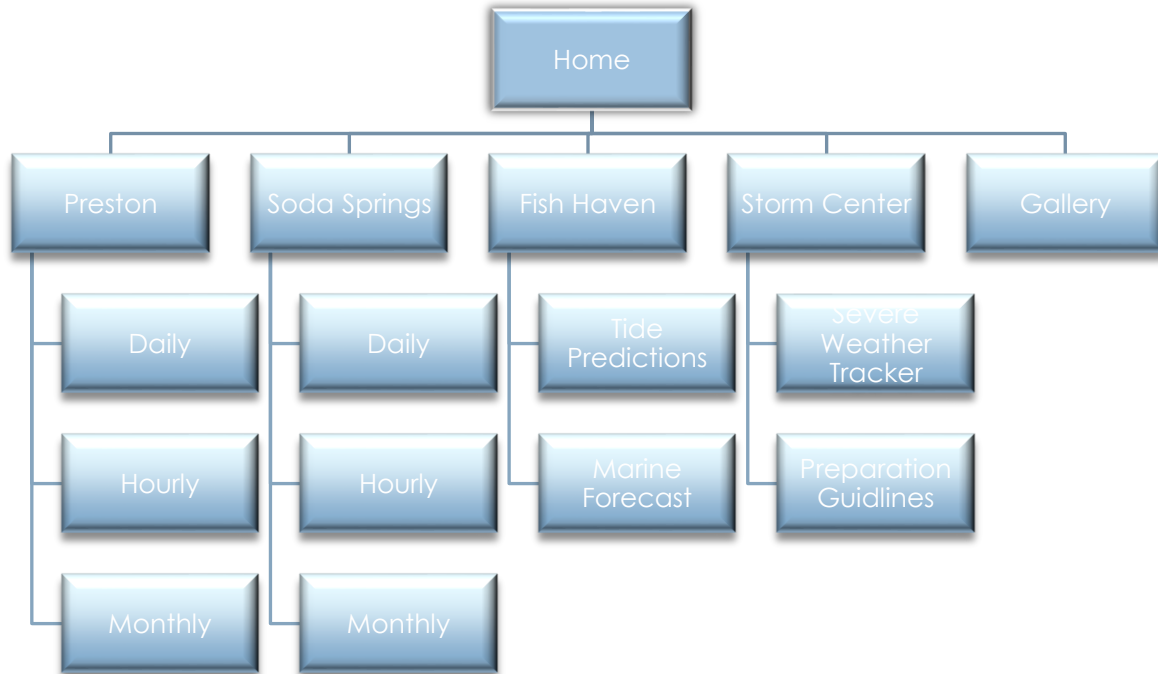
QUOTE: "My hair stylist told me my hair isn't gray at all. It is turning platinum blonde like when I was a kid."

SCENARIOS:

1. Why is the weather important to me?
2. Is there a recommended way to plan for bad weather in my area?
3. What time does the sun rise and set?

4. When will high and low tide occur?
5. Are there any weather patterns I should know about when planning long-term?

SITE MAP



COLOR SCHEME

Site Header 40px
Tahoma RGB 58 87 80

Primary Navigation 30px Tahoma
RGB 175 202 196

Footer Navigation 20px Tahoma RGB 192 186 186

Heading 1 30px Tahoma RGB 175
202 196

Heading 2 25px Tahoma RGB 175 202
196

Heading 3 20px Tahoma RGB 175 202 196

Paragraph Text 16px Arial RGB 0 0 0