PGD2019.com

Site plan

Site description

This site provides the weather prognose in a given area. It shows the temperature, the wind speed, sunny or bloomy for current day and gives prognose for closest 7 days.

Site name

The site's name is "PGD2019.com". PGD is three letters from Russian word "pogoda" that translates like "weather".

Purpose statement

The purpose is to provide the weather data for users.
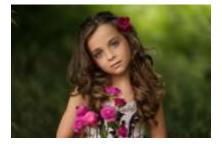
Target audience

Children, teenagers, adults, seniors.

Age: 7 and more

Motivation to use the site: to know about the weather in the close future; clear manner of providing the weather information.

Personas

Aleksandra

Demographics: 7 years old

Motivation for using the site: get to know what kind of clothes to choose before the going out of home; planning weekend outdoor activities.

Social: active, communicable, initiative; likes to spend time with her friends.

Ivan

Demographics: 75 years old

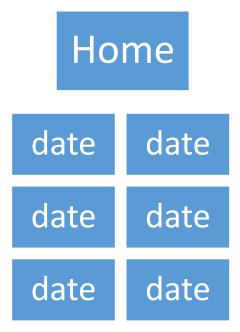Motivation for using the site: searching perspectives for fishing.

Social: retired person, has a good cense of humor, likes to spend time alone with his dog.

Scenarios

- From what direction is wind going to be tomorrow?
- Is going a snow in soon time?
- Is going to be sunny days?
- Is going a rainy time?

Site map

The home page will contain current weather information and prognose for 6 coming days.

Color scheme

Describes the background, text, links, accent(s), highlights, and logos

Primary colors: 808080 (Gray), FFFF00 (Yellow), FFFFFF (White), 000BFFF (DeepSkyBlue), 000000 (Black)

Typography

Describes the fonts, font sizes, styles, and line height

Heading Level 2 (h2): Arial 12 px, weight: normal, color 00000

Heading Level 3 (h3): Arial 12 px, weight: normal, color 00000

Default paragraph text: Arial 10, weight: normal, px color 00000

Navigation: Arial 14, weight: bold