
SEVERE WEATHER SAFETY WEBSITE DESIGN

Strategy Document

December 2018

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Strategy

Challenges

Based on competitive analysis, these are the challenges we are trying to overcome:

- **Fake news:** In this era where information is literally at your fingertips, it becomes increasingly difficult to easily and quickly find credible information.
- **Information overload:** Many competitor websites, including Weather.gov, offers a lot of helpful information. However, it is either buried under a sea of inefficient information architecture or does not provide a convenient, modern user experience.
- **Lack of practical information:** Not only do users want to easily learn more about common types of severe weather including storms, extreme heat, hurricanes, floods, and tornadoes. They also want practical advice they can follow to prepare for it.
- **Lack of preparedness:** Most people do not prepare in advance for severe weather nor do they have a disaster plan in place in case something happens. Having a convenient source for this information could be a life-saver.

Our *solution* is to design an informational website to address these challenges.

User Needs



Joe Manafort is a 28-year-old event planner. He recently relocated from New York to Florida, and he's 2 days away from experiencing his first hurricane. He is looking for a concise resource to help prepare for the big storm. Because he works full-time and is always on the go, he doesn't have time to do a lot of research – even though he is very familiar with technology.



Mary Dunken is a 35-year-old mother of 3. After being unprepared during a blizzard years ago and living without power for several days, she has decided to prepare a disaster plan in case her family is stranded at home again. She is looking for a reputable resource to help her prepare for severe winter weather. Because she freelances at home, she has time to perform research.

Site Objectives

- Provide *credible, concise* information about severe weather safety.
- Attract *new visitors*, introducing them to severe weather safety information.

Success Metrics

Use Google Analytics to measure how valuable the site is to its core audience. KPIs are:

- Number of website visits per month exceeds 20,000
- Average time on page exceeds 4 minutes
- Average bounce rate is below 50%

Scope

Functional Specifications

- Link to supplemental resources in case users want more information
- Link to social media to help establish credibility and increase shareability
- Include a link to contact@severeweathersafety.com
- Provide global navigation with dropdown navigation bar
- Comply with Section 508 of the Rehabilitation Act
- Include a search feature so users can quickly search for the information they need
- Contain an FAQ section to address frequently asked questions
- Ensure it is optimized for mobile and tablets

Content Requirements

Types of Severe Weather

- 4 text sections (600 words), per type of severe weather, that provide an explanation of the weather type as well as how to prepare before, during, and after. Types of severe weather are:
 1. Extreme heat
 2. Hurricanes
 3. Thunderstorms
 4. Winter storms
 5. Tornadoes
 6. Lightning
 7. Floods
- 2 full images (1,000 x 1,000, jpg) representing each type of severe weather
- 1 full thumbnail (300 x 100, jpg) representing each type of severe weather
- 5 historical facts about severe weather (20 words each)
- 3 FAQ questions and answers (50 words each) for each weather type

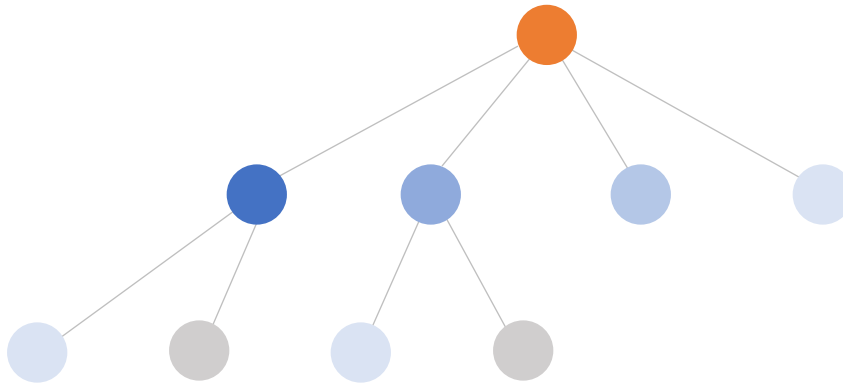
Disaster Plan

- Text explanation of plan (150 words)
- Bulleted list of kit items
- 1 full image of kit (1,000 x 1,000, jpg)

Information Architecture

Categories & Hierarchal Structure

● Home ● Category Page ● Single Page ● Pop up ● Outside Links ● Sub Content



Category Pages

- Extreme heat
- Hurricanes
- Thunderstorms
- Winter storms
- Tornadoes
- Lightning
- Floods

Single Pages

- Disaster Plan

Sub Content

- Explanation
- Prepare before
- Prepare during
- Prepare after
- Facts

Pop Ups

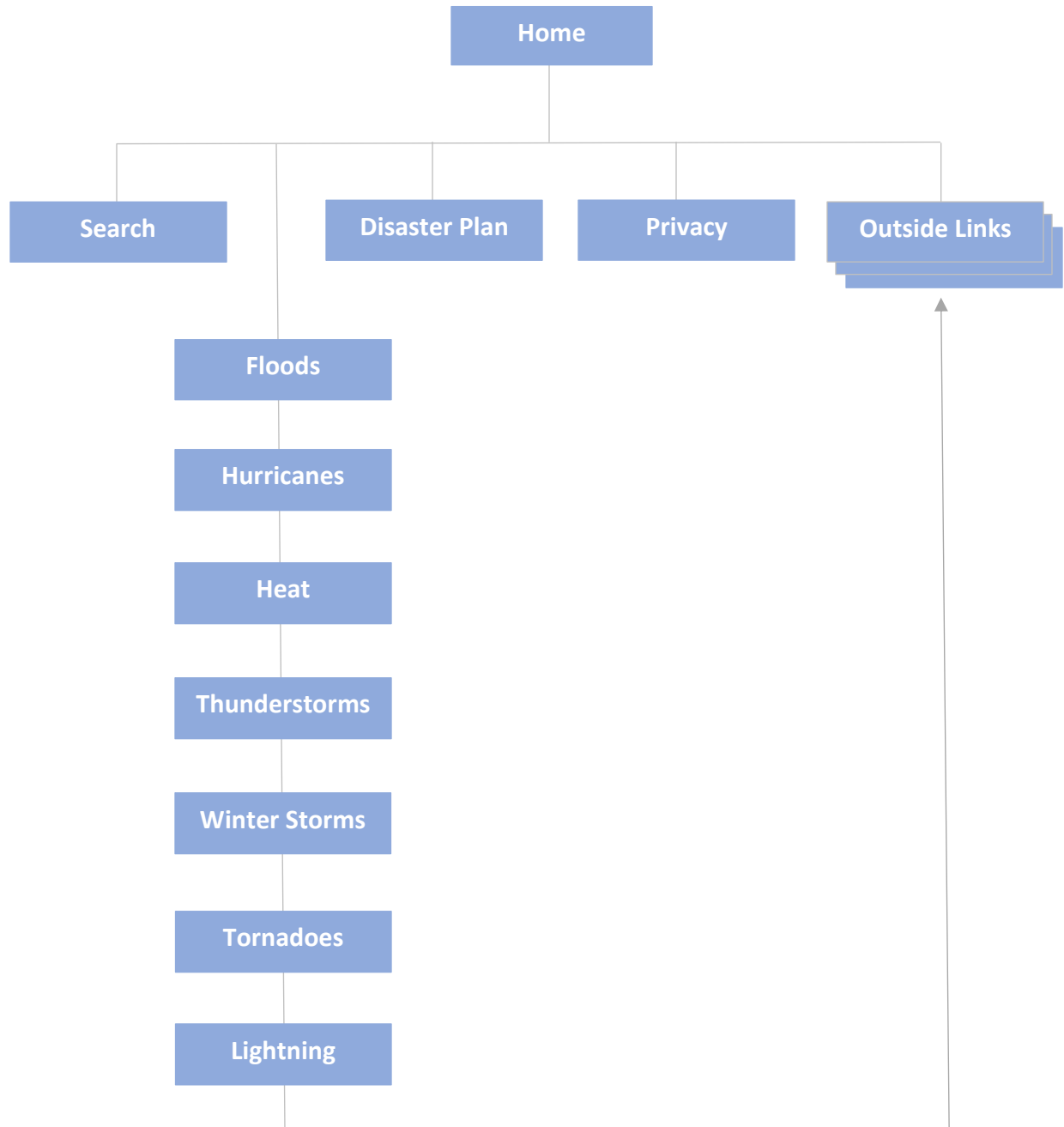
- Privacy

Outside Links

- Email
- Facebook
- Twitter
- Instagram
- Snapchat
- Flickr
- Econceptual Designs
- FEMA
- Weather.gov
- Weather.com

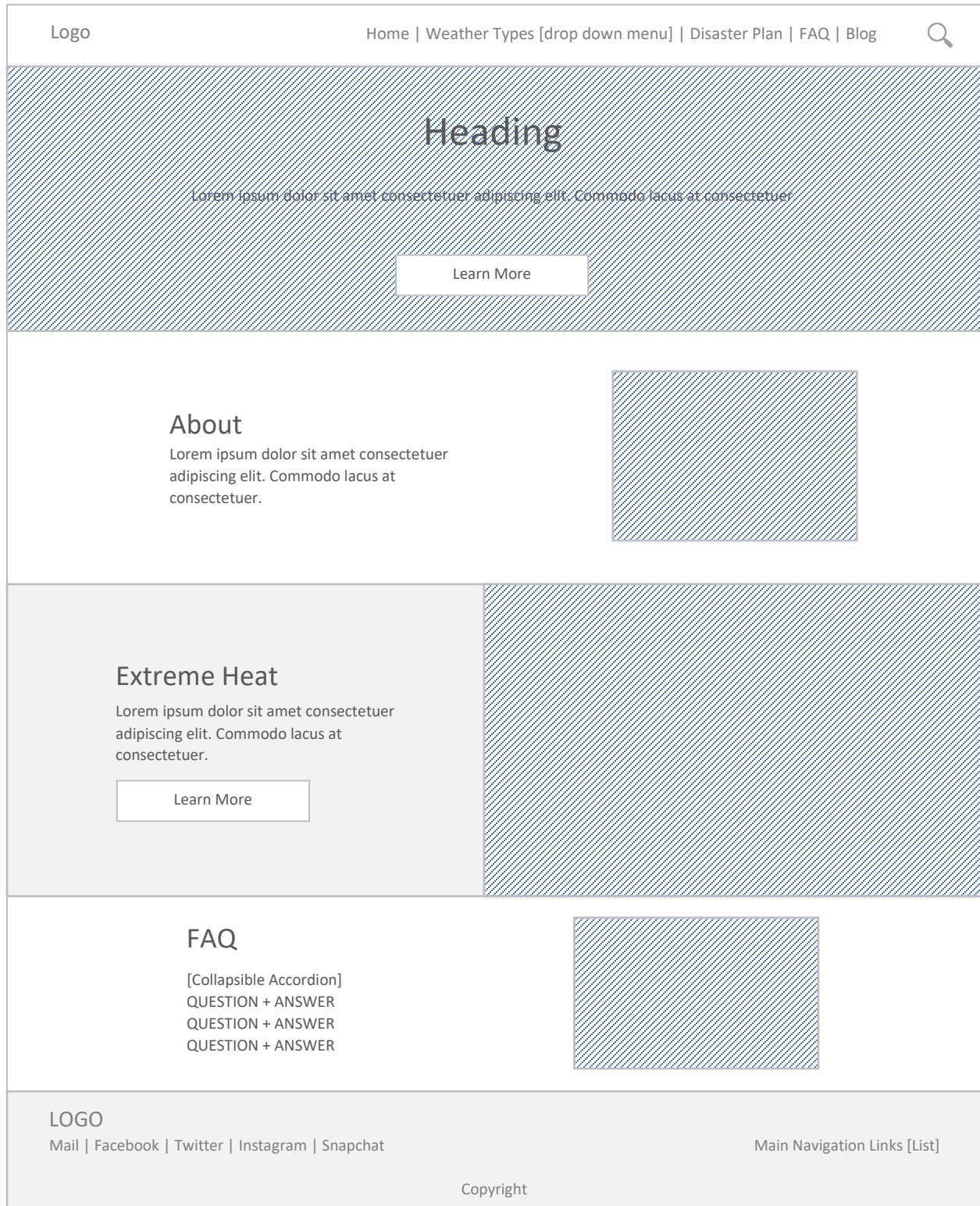
Navigation Design

Flowchart



Interface Design


Home Page Wireframe



Weather Type Wireframe

Logo

[Home](#) |
 [Weather Types \[drop down menu\]](#) |
 [Disaster Plan](#) |
 [FAQ](#) |
 [Blog](#)



Extreme Heat

WHAT IS EXTREME HEAT?

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DURING A HEAT WAVE

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TREATING HEAT EMERGENCIES

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SIGNS OF HEAT EMERGENCIES

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LOGO

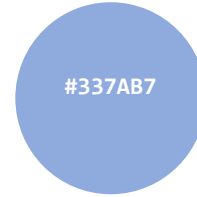
[Mail](#) |
 [Facebook](#) |
 [Twitter](#) |
 [Instagram](#) |
 [Snapchat](#)

[Main Navigation Links \[List\]](#)

Copyright

Visual Elements

Color Palettes



Typography

Body Text

- Open Sans, Arial, sans-serif
- 16px
- #555555

Headings

- Actor, Arial, sans-serif
- 28px
- #F26838