The Weather Channel

Micro Site Redesign
The Weather Channel
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SMAD 308 | 01 / 23 / 19

Introduction

The main goal of every marketing team is to reach the largest audience possible while simultaneously limiting expenses. In today's technological world, many companies have chosen to design and produce micro-sites that appeal to specific sections of the general consumer base. While these micro-sites are developed to mimic the brand's qualities and beliefs, each one has different visual aspects as well as unique functions that benefit each specific user demographic.

For this project, The Weather Channel's website has been analyzed and redesigned in a manner that will attract more college students. Not only is this microsite more visually appealing, it also provides new components that are specifically directed towards the targeted audience.

Research

Colors

Primary Colors

#212121	**#393939**	**#3c8ed2**	**#ffffff**	**#dadada**
33, 33, 33	57, 57, 57	60, 142, 210	96, 154, 225	218, 218, 218
Mostly Black	Very Dark Grey	Moderate Blue	Soft Blue	Very Light Grey

Accent Colors

#1f4371	**#2962a9**	**#347bd5**	**#609ae1**	**#7ba7e3**
31, 67, 113	41, 98, 169	52, 123, 213	rgb(96,154,225)	123, 167, 227
Very Dark Blue	Dark Blue	Strong Blue	Soft Blue	Soft Blue

Fonts

Segoe UI, Light, **Bold**

Oxygen, Light, **Bold**

Inspiration

One of the main design requirements for this microsite is simplicity. College students are constantly on the go, so they need their information as quickly as possible. None of the fancy animations or distracting banner ads will be used.

The current site has several positive design features. This microsite will utilize the original color palette as well as the crafty use of negative space as a filler. The primary change for the new design will be the layout of the pages. The pages have been restructured to accommodate the new modules that have been added while maintaining a simple and clean design to minimize confusion.

One site that has been used as reference is the Credit Karma website. These two companies do not provide the same services, but the design of the Credit Karma website exemplifies the same aesthetics that this microsite redesign will strive to achieve.

Credit ⬤ Karma

Home | My Recommendations ② | Credit Cards | Loans | Car Savings | Debt Solutions | Reviews | Community | Articles | Tools | Trends | Blog

🏠 Overview
〰 Credit Changes
▤ Credit Factors
▣ Credit Reports
👤 Recommendations
⓪ Track Spending
📊 Credit Score Simulator

David's Financial Overview

Your Credit Scores ⓘ

Provided by **TransUnion** ᵗᵘ

580 640 700 750

822 76
300 Excellent 850

What changed?

Updated Jul 27, 2016
Next Update in 7 days

Provided by **EQUIFAX**

580 640 700 75

822 75
300 Excellent 85

What changed?

Updated Jul 27, 2016
Next Update in 7 days
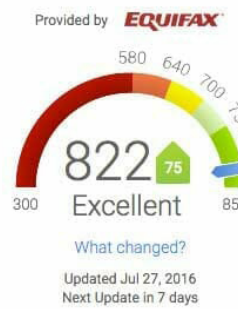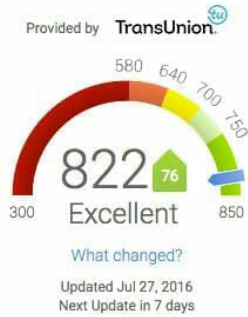
See details that can impact your score. Check out your Credit Factors.

About Your Credit Scores

Calculated using the VantageScore 3.0 model, these scores range from 300 to 850. They're calculated by TransUnion

☑ ⊘ ·4GLTE 📶 10% 🔋 9:42 PM

Credit ⬤ Karma ⓘ 💬 ⚙

Your Credit Scores

TransUnion ᵗᵘ

580 640 700 750
584
300 Poor 850

Updated Jun 11, 2015

EQUIFAX

580 640 700 75
648 131
300 Fair 850

Updated Jun 11, 2015

📋 Credit Factors   📗 Credit Reports

Suggested For Your Credit ⓘ

Approval Odds† barclaycard **Barclaycard®**
Rewards

☰ Home | 💼 Accounts | 📋 Tips | 💳 Offers

User Stories

Kyle Thompson - 23 years old
Senior at Baylor University

Kyle is a college student who enjoys being outdoors and exploring new places. He is a transfer student, so he does not know many of the local hikes yet. His classmate told him that the weather this weekend would be ideal for hiking. Kyle is looking for a place where he can find the weather forecast for this weekend as well as some suggested places to hike.

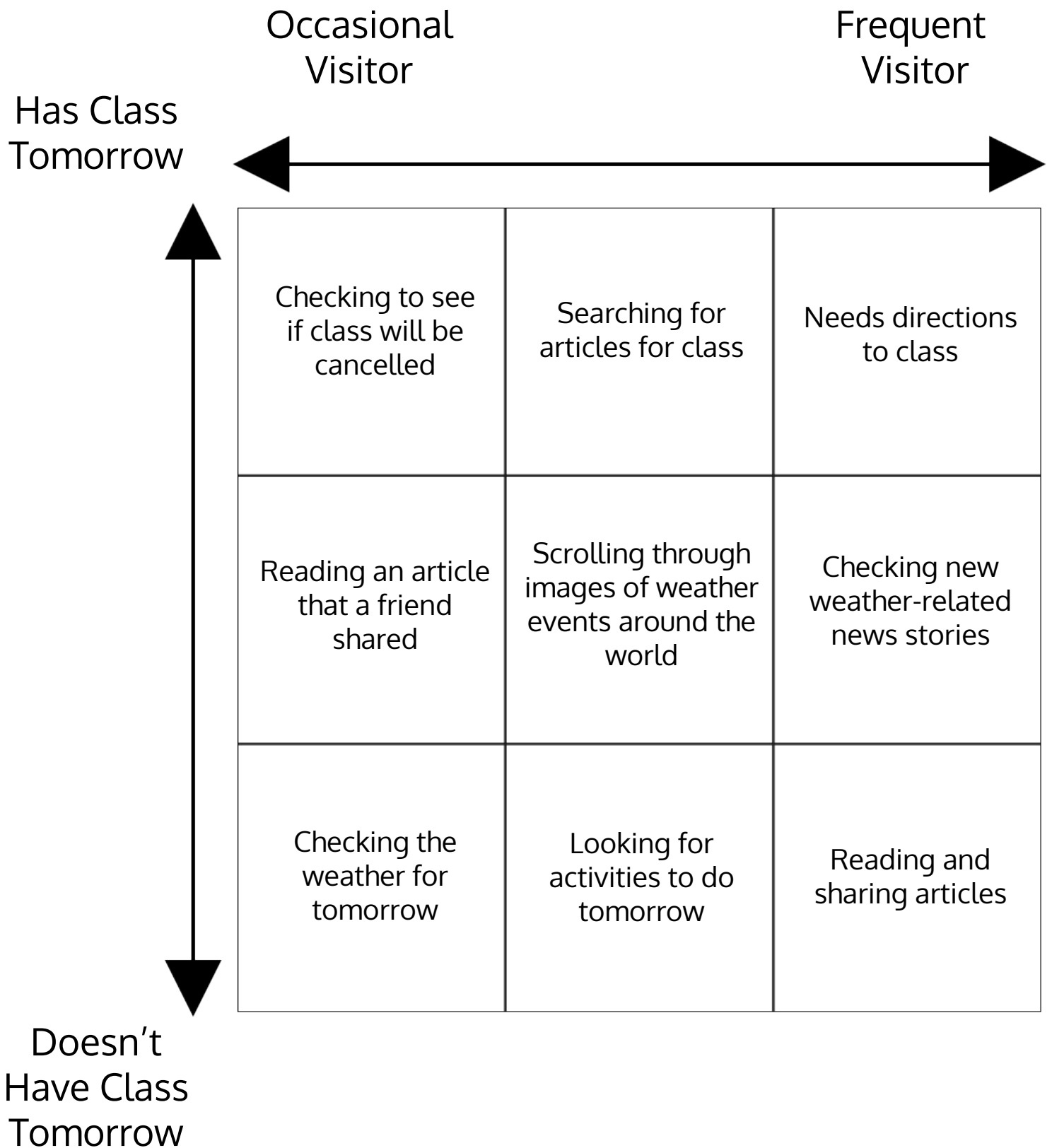Julia Marshall - 19 years old
Sophomore at Virginia Tech

Julia is a Sophomore in college. Since this is her first year living off campus, she does not know many of the streets in the area. Yesterday it rained, and she was told that some of the roads near her apartment were closed due to flooding. The only problem is that Julia only knows one route to get to class. She needs a website that can show her what roads are closed and what new route she should take.

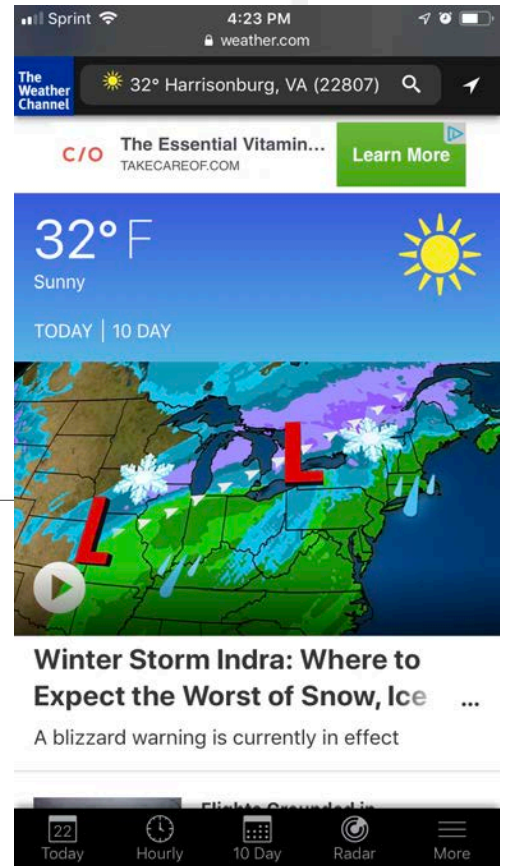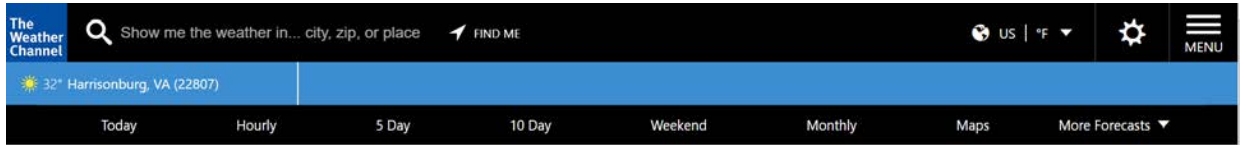Shawn Johnson - 22 years old
Junior at Villanova University

The winter months in Pennsylvania are usually cold. Today, the City of Philadelphia accumulated nearly 8 inches of snow. Tomorrow, Shawn has a math test that he has not studied for, but he does not know if he will even have the test. Shawn needs a device that would give him an idea of whether he will have class tomorrow so he can decide if he should study or not.

User Grid

|	Occasional Visitor		Frequent Visitor
Has Class Tomorrow	Checking to see if class will be cancelled	Searching for articles for class	Needs directions to class
	Reading an article that a friend shared	Scrolling through images of weather events around the world	Checking new weather-related news stories
Doesn't Have Class Tomorrow	Checking the weather for tomorrow	Looking for activities to do tomorrow	Reading and sharing articles

5

Home Page

Both the mobile and the desktop versions of this site have strong advantages and disadvantages when designing a micro-site. Both versions have a rather simple layout utilizing negative space in a way that makes the page appear full. These aspects will be used in the redesign, both versions need to be adjusted to include tools that direct specifically towards college students.
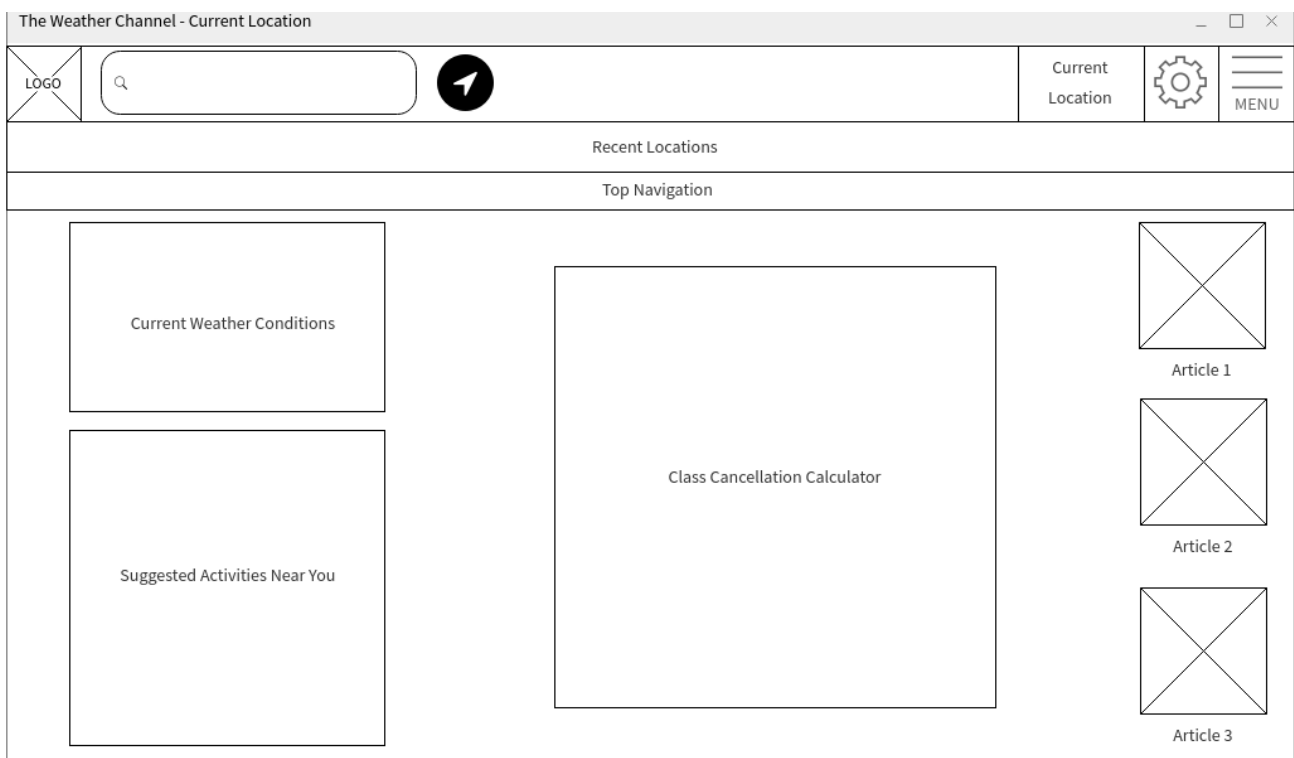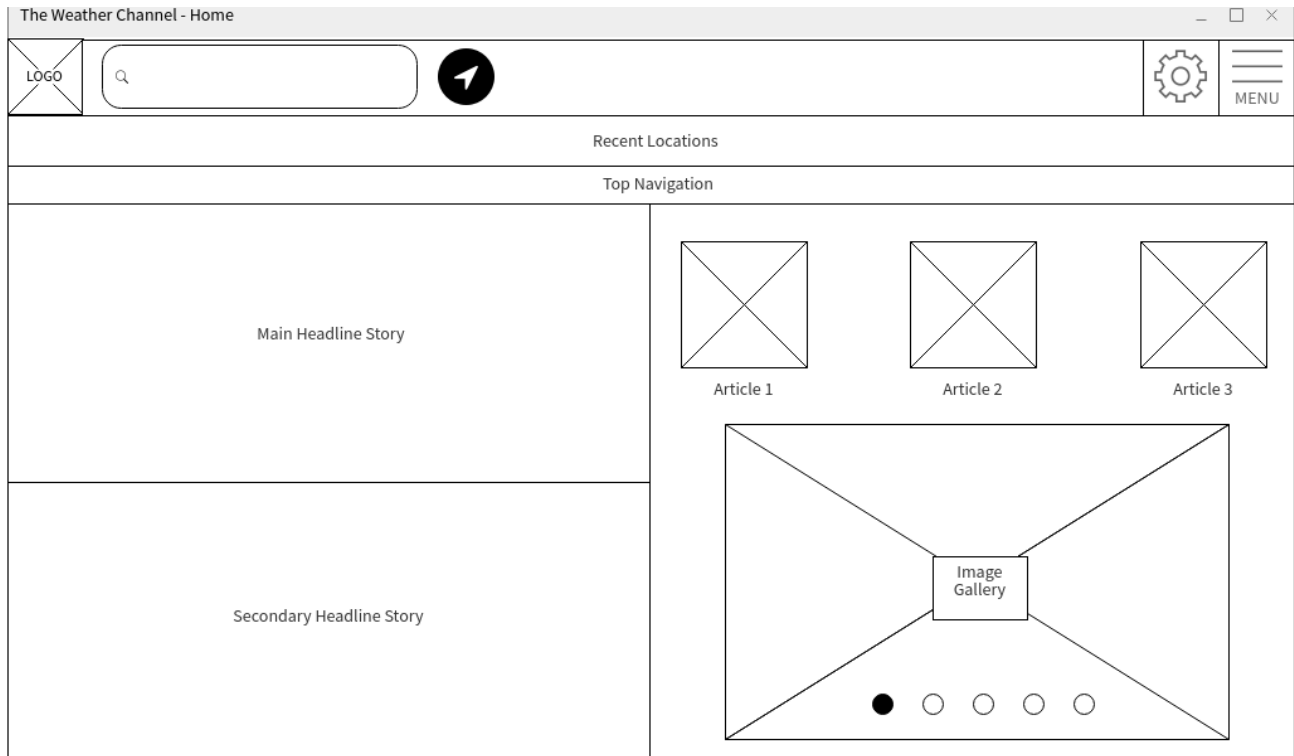
Location Page
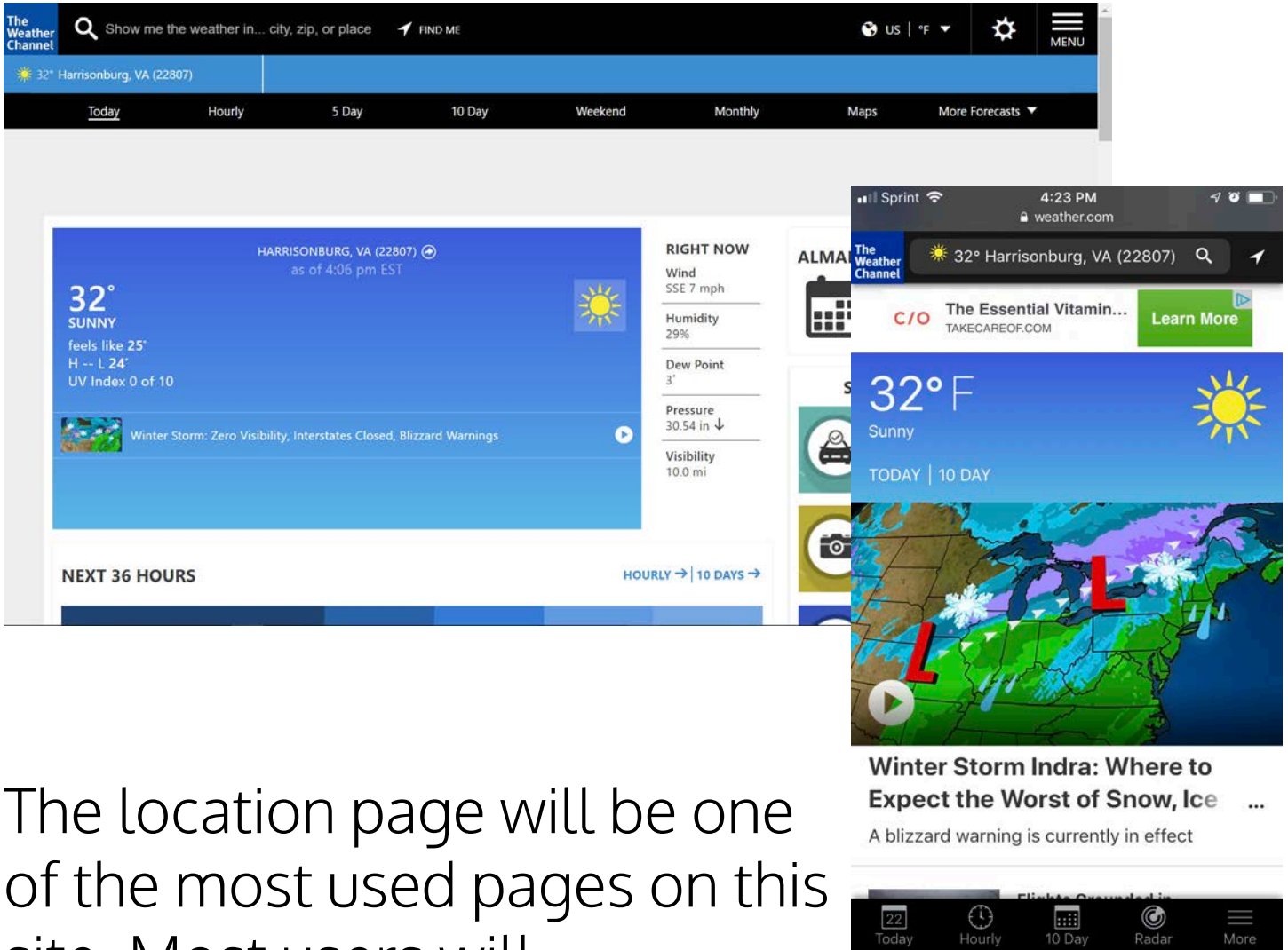
The location page will be one of the most used pages on this site. Most users will be searching for the weather conditions in a specific area. Like the home page, both versions of the location page use a simple layout that is highlighted by using negative space. A couple new components will be added to this page. These components will directly address the weather conditions and how those conditions influence the scheduling of classes for that day.

Menu
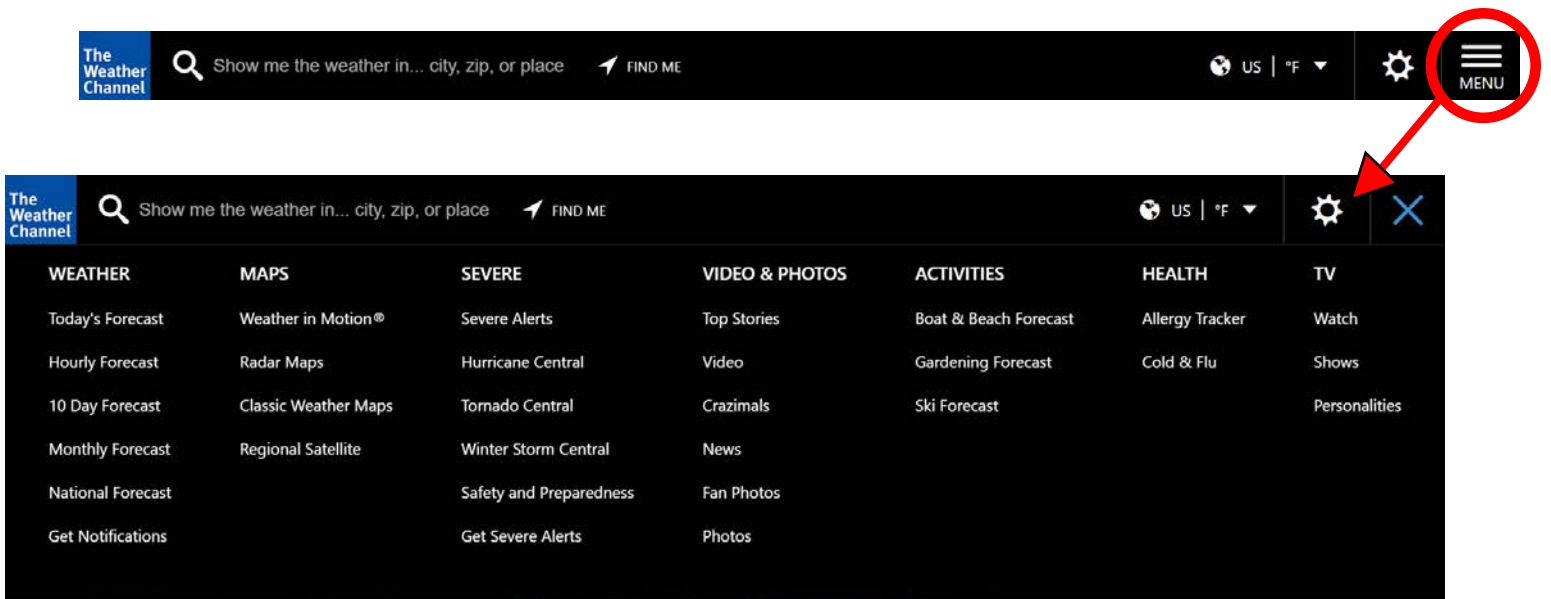
One of the more unique functions of this site is the hamburger menu in the top-right corner. Hamburger menus do not often appear on Desktop sites. Even though these menus have been in the middle of functionality-related debates for quite some time now, this site utilizes the menu quite well. when the menu is activated, a large list of secondary options appears. The options provided by this menu would not be considered to be important enough to be included in the primary navigation, however they still provide depth to the site without overwhelming the user.
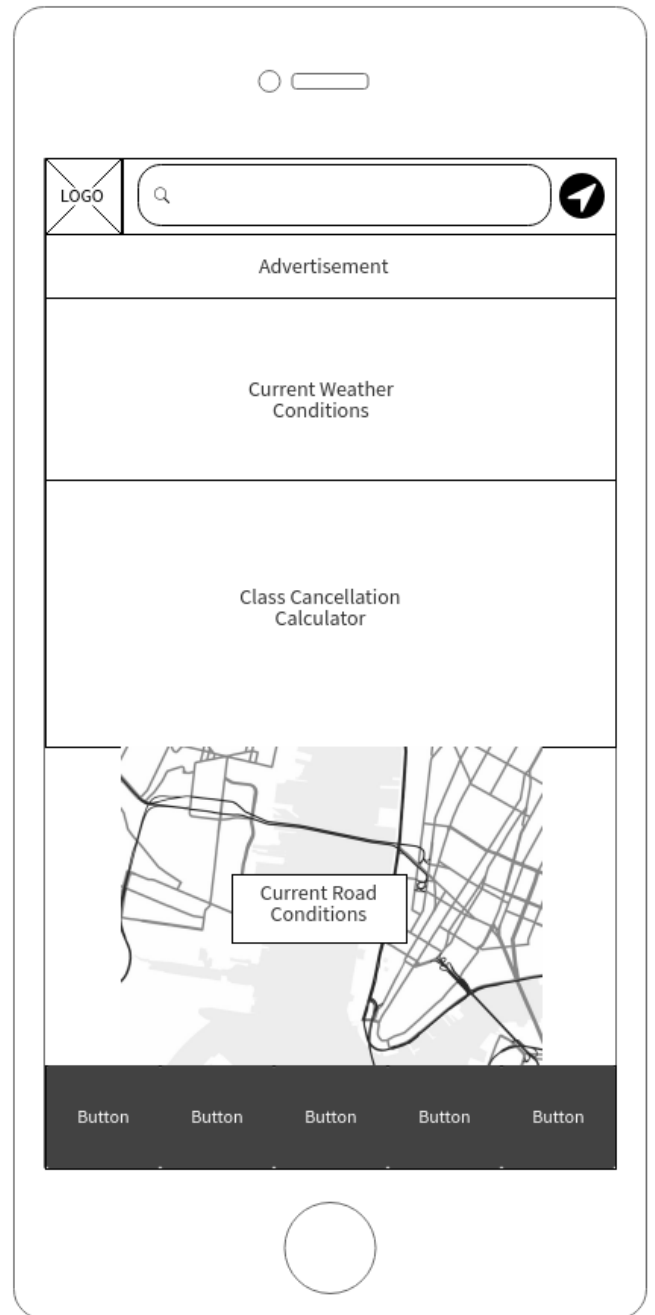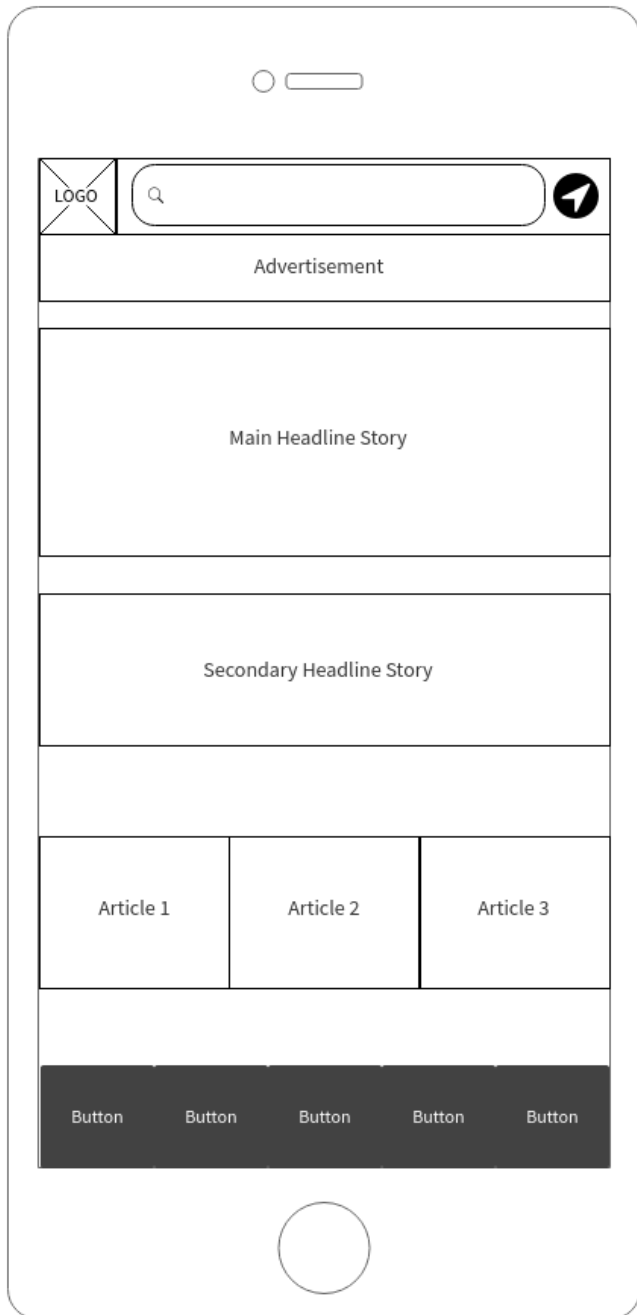
Desktop Wireframes

The Weather Channel

The Weather Channel - Home ▫ ◻ ✕

LOGO | 🔍 | ➤ | ⚙ | ☰ MENU

Recent Locations

Top Navigation

Main Headline Story

Secondary Headline Story

 Article 1
 Article 2
 Article 3

Image Gallery

● ○ ○ ○ ○

The Weather Channel - Current Location ▫ ◻ ✕

LOGO | 🔍 | ➤ | Current Location | ⚙ | ☰ MENU

Recent Locations

Top Navigation

Current Weather Conditions

Suggested Activities Near You

Class Cancellation Calculator

 Article 1

 Article 2

 Article 3

Research shows that college students enjoy sharing online content with each other. Another characteristic of the college-aged demographic is a short attention span. Thanks to this data, designers know to place article links and important information at the top of the page to minimize the need for scrolling. One new module that also incorporates both of these ideas is the image gallery, which provides a list of articles that users can choose from without even having to read a headline.

A few new components have been added to the location page. First, a "Class Cancellation Calculator" shows the user, based on current weather forecasts and historical data related to those forecasts, a prediction of the likelihood that classes will be cancelled for that day. Also, a category of "Suggested Activities Near You" will provide a list of suggested activities based on the current weather forecast.
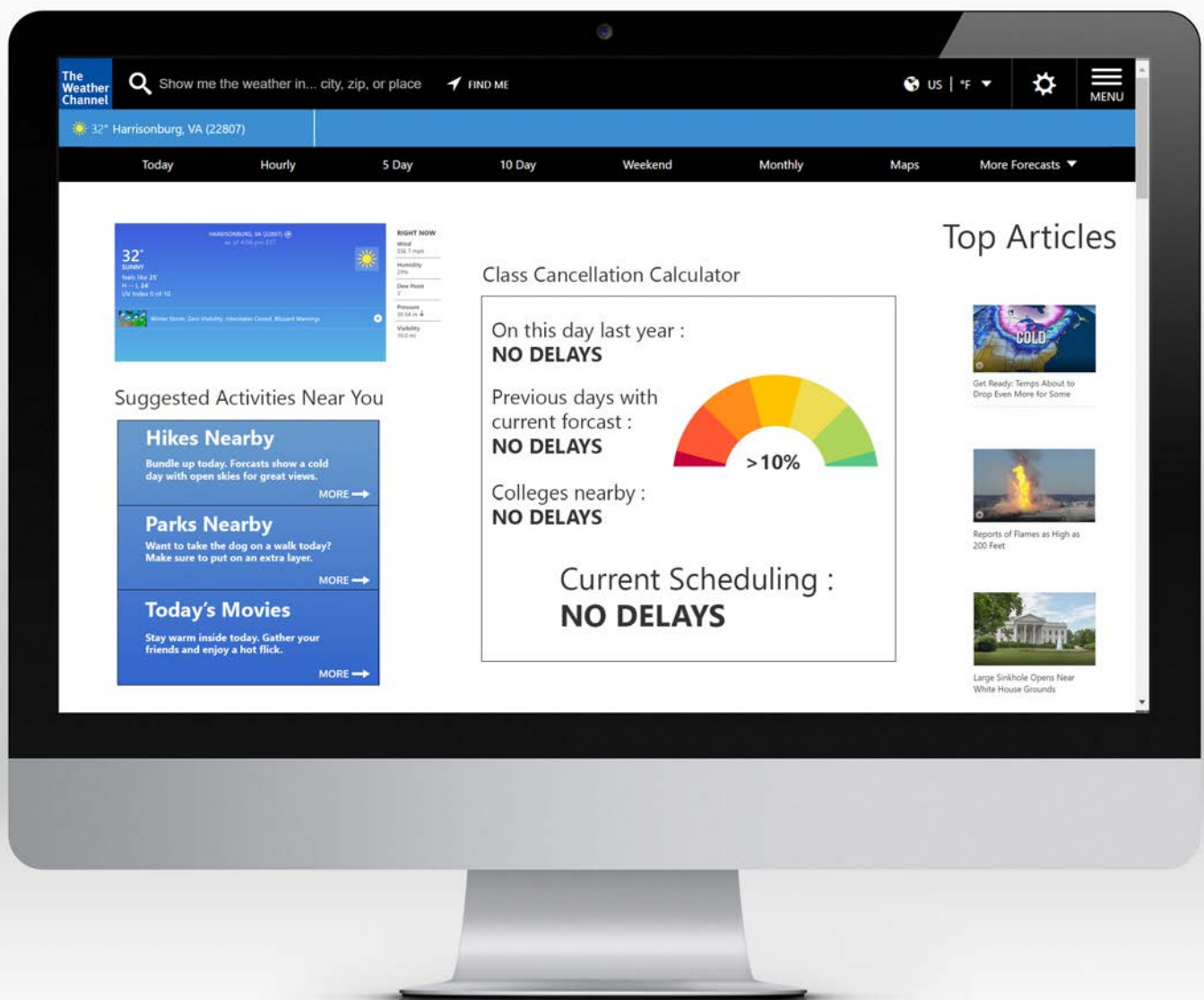
Mobile Wireframes

Like the desktop model, the mobile wireframes include some new features. The mobile version has even more new features, however. After collecting user data, it was concluded that users are likely to use their mobile devices differently than their desktop devices. For example, the location page has been changed to show a map of the current road conditions. If a road is closed or partially closed due to a weather-related incident, the map will provide the corresponding information along with suggested detour routes to help the user avoid traffic jams.

The home page is relatively the same as the desktop version. As noted before, the user is not likely to spend much time on the home page. A few news articles have been included at the bottom of the page to promote the sharing of Weather Channel related news.

Desktop Mockups
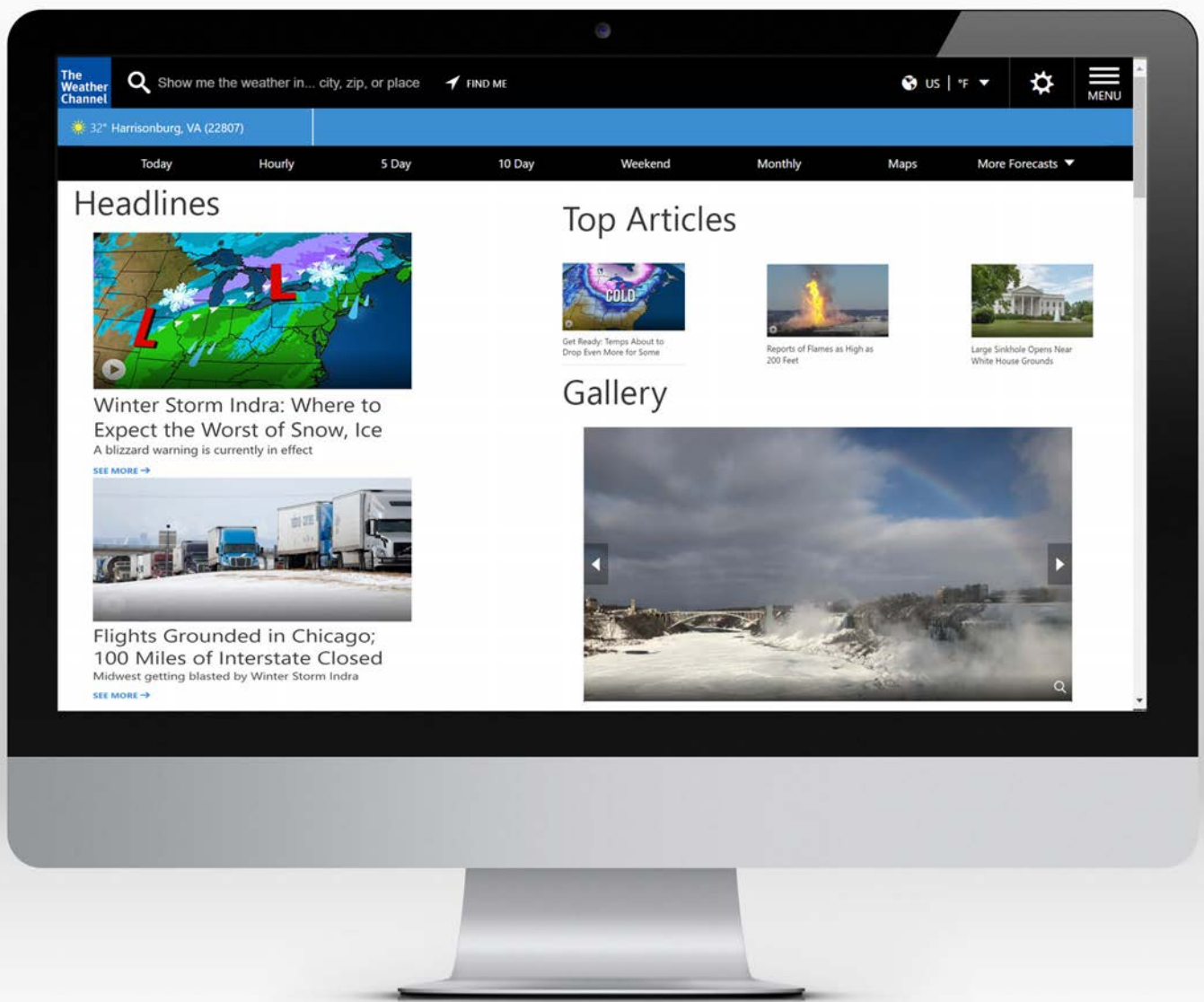
Desktop
Mockups

Mobile Mockups