
Meridian, Idaho Chamber of Commerce Website Plan

Site Purpose

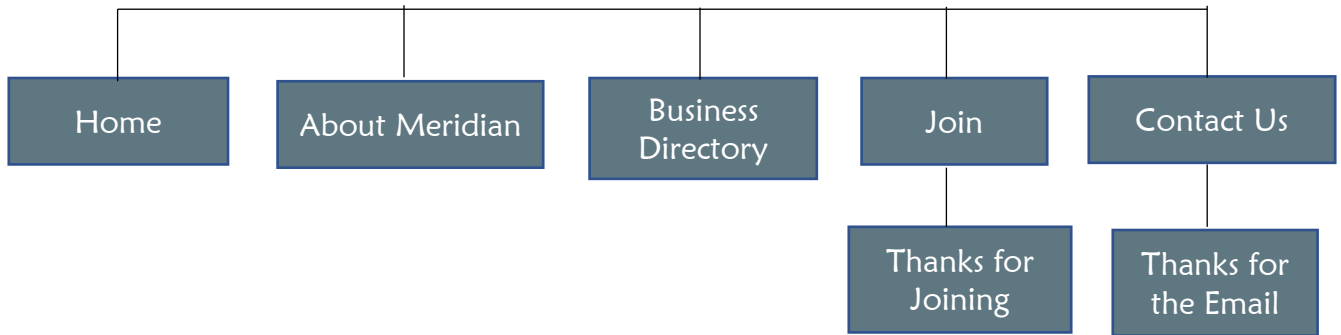
Meridian, Idaho is a city that has seen a lot of growth in recent years. Many new residents have moved to Meridian from out-of-state. The purpose of this site is two-fold. The first purpose is to help connect these new residents with local businesses and events so as to foster a sense of belonging in their new community. The second purpose is to connect local businesses with each other and to provide mentorship for newly-developing businesses.

Target Audience

This site will target two different groups of people. The first demographic is new residents that have moved to Meridian and want to become involved in the community. The second demographic is local business owners. Some pages on the site will cater more to one demographic than the other.

PERSONA 1	PERSONA 2
Name: Kristi Davies Age: 40 Gender: Female Family Situation: Married with two children ages 13 and 10 Meridian Residency: Moved to Meridian three months ago from California Reason for Wanting to Use this Site: Kristi wants to know if there are any upcoming community events that she can take her children to. While on the site, she enjoys learning about some interesting local businesses.	Name: Fred Black Age: 33 Gender: Male Family Situation: Married with one child age 2 Meridian Residency: Moved to Meridian five years ago from Utah Reason for Wanting to Use this Site: Fred started a local restaurant a year ago and would like to network with other business owners. Fred also wants to advertise his restaurant to new residents moving in that may not have heard of it.

Site Map



Color Scheme

White	Black	#5F7781 Cadet	#4D4E56 Davys Grey	#e4572e Flame
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Typography

Headings- IBM Plex Serif

Navigation- Arima Madurai

Body copy- Helvetica

Wireframe Sketches

