

SAINT LOUIS COMMERCE

SITE PLAN

SITE NAME

This site will be named Saint Louis Commerce. The url will be saintlouiscommerce.com.

THE PURPOSE

The main purpose of this webpage is to provide the best way for local citizens and people with interests business in Saint Louis to improve their business through communication between possible costumers and business partners and trade oportunities.

TARGET AUDIENCE

WHO: Every people who have and even want have economics interests and oportunites regarding the city of Saint Louis.

AGE: 16 to 100

MOTIVATION: Improve knowledge of local business and provide data information regarding business and economics matters to assist all members to achieve their own goals.

PERSONAS

MICHAEL SCOTT



OCCUPATION:

Regional Branch Manager

DEMOGRAPHICS AND EDUCATION:

40 years old. No formal college degree. More than twenty Years of experience.

GOALS:

Use the site to find possible business partners and use all data available to get the best suppliers for the lower cost is possible are providing what he needs.

JIM HALPERT



OCCUPATION:

Owner of a brand new company business on the sport marketing area.

DEMOGRAPHICS AND EDUCATION:

30 years old. Degree on Business

GOALS:

Use the site to get local data from other business to get the best information about how to establish the best strategies to get new clients.

DWIGHT SCHRUTE



OCCUPATION:

Owner of a small beets farm

DEMOGRAPHICS AND EDUCATION:

33 years old. Degree as Agronomist Engineer.

GOALS:

Using the site to find local owner business on Saint Louis to sell beets as a supplier for them.

COLOR SHCHEME AND TYPOGRAPHY:

Header 1: #404040 (Roboto)

Header 2 #C4781F (ROBOTO)

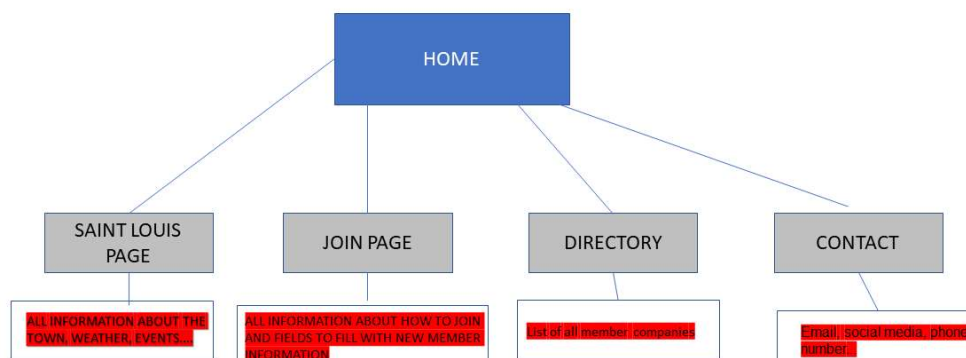
Header 3 #C4781F (OPEN SANS)

Paragraphs #404040 (OPEN SANS)

BACKGROUND COLOR: #CDD6D0

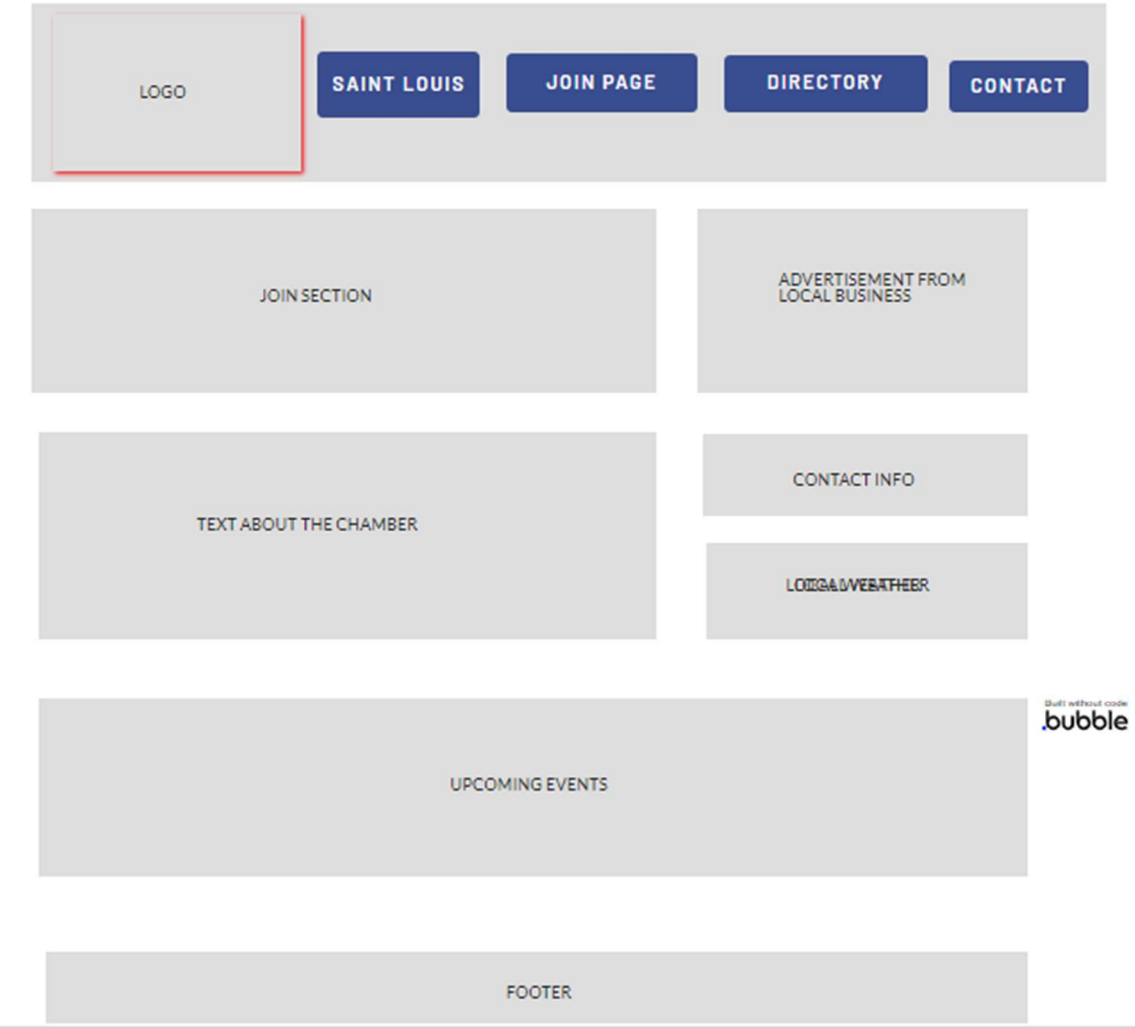


SITE MAP

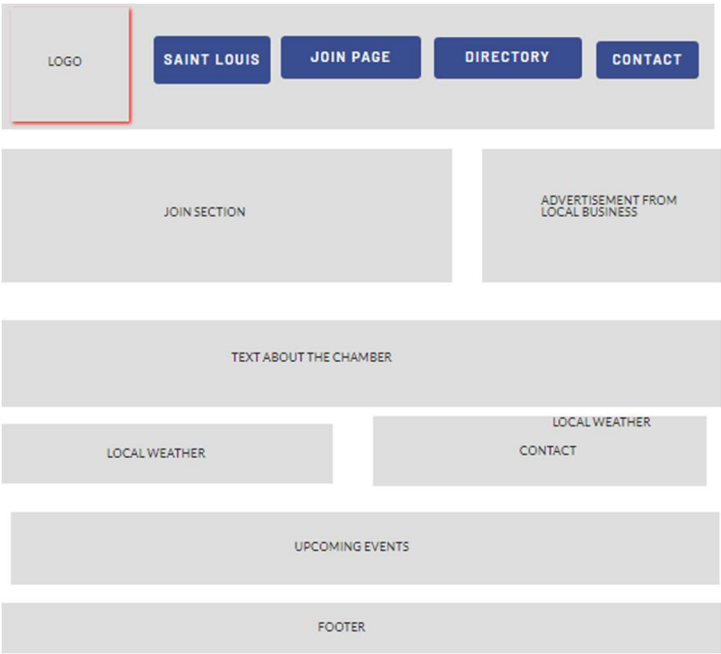


Wireframe Sketches:

LARGE:



MEDIUM:



SMALL:

