

Site Purpose:

The purpose of the site is to promote local small businesses, to help businesses network with each other in order to better serve the members of the community. It is also to entice other small businesses to join a growing network. The site will also offer local information on events to help promote community engagement and business growth.

Target Audience:

The main target audience for the site are small business owners who can benefit from joining a group of like minded business owners in order to promote growth and community improvement. I

Another target audience are members of the community who are trying to find out about small businesses and events that might be taking place in their area.

Site Map:

- /index.html
 - /city.html
 - /join.html
 - thanks.html
 - /directory.html
 - /contact.html
 - thanks.html

Color Scheme:

I chose a simple color scheme with splashes of colors throughout, better to help draw the eye to the important things.

#14213D Oxford Blue

Navigation background



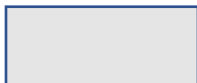
#FCA311 Orange Web

Highlight/Accent color (box backgrounds)



#E5E5E5 Platinum

Secondary accent color (background color)



#F1FAEE Honeydew

Background, text color on dark backgrounds



Typography:

Open Sans:

Body text

Roboto:

Header font

Wireframes:

Closeable website placeholder

X

Home

Over

Join

Directory

Contact

Website banner to include current website and 3 day forecast

Super cool call to action for companies to join the site

Button to join

What we are all about, Mission, Goals, etc.

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Featured Businesses

Company One

Company Two

Company Three

Upcoming Events

Event One

Event Two

Event Three

Social Media

Contact Information

address

phone

other things

