Spencer Baker

WDD 230 – Web Frontend Development

Sister Campbell

May 1st, 2023

Website Planning Document

**Site Name:** Fayetteville Chamber of Commerce

* Proposed Domain Name: fayettevillechamber.com

**Site Purpose:** The purpose of this site is to provide information and services for Commerce members and anyone who wants to participate in commerce activities or be active in their community and businesses.

* Chamber News and Local News
* Chamber events and local community events
* Membership information(benefits, how-to’s, etc.)
* An about page to describe the chamber
* Social media information
* Possibly a contact page and a login button

A red arrow on a black background

Description automatically generated with medium confidenceLOGO:

**Target Audience and Scenarios:**

**Person #1:**

Photo:

A person wearing glasses and a striped shirt

Description automatically generated with low confidence

Name: Darleen Johnson

Job Title: American Restaurant Equipment Company Owner

Demographics:

* 43 Years Old
* Single/Divorced
* Mother to two children
* Associates in Business Management

Goals and Tasks:

* She has a strong personality and likes to get things done. She takes no lip from anybody and always keeps her promises and accomplishes her goal. She is focused and helping her community and has a passion for small businesses.
  + Manages a restaurant equipment store that helps local restaurants
  + Reviews and approves requests/supervises other staff

Environment: She is good with people and people seem to gravitate towards her. She is an excellent coordinator of tasks and delegator. She is a natural leader. Not very comfortable with technology and prefers not to even use social media, however, she uses her computer daily to moderate requests and approve restaurants to send equipment to.

**Persona #2:** Mycelium Networks CEO

Photo:

A person smiling for a picture

Description automatically generated with low confidence

Name: Derek Jenkins

Job Title: Mycelium Networks CEO

**Site Map:**

**Color Scheme:**

**Typography:**