# W12 🌍 Activity: Term Website Planning Document

Vincent Jularbal    |    WDD230 Web Frontend Development

**Website Name:**

Ormoc City Chamber of Commerce and Industry (ORCHAM)

**Site Purpose:**

This website will promote the ORCHAM, its affiliates, and the member businesses in both local and national settings. This will showcase the vision of the organization and feature local trades and industries for the promotion and delivery of its services. This will also highlight upcoming events and activities. The site will include local weather updates that may affect local trades.

**Target Audience**:

The target audience for this website are stakeholders, members, prospective members, investors who are and will be doing business and trade in Ormoc City. Member businesses will benefit from this site with updated events posting and weather updates. Prospective members are encouraged to join and participate thru this website. Investors will learn about the market and business conditions that will fit for their investment interests.
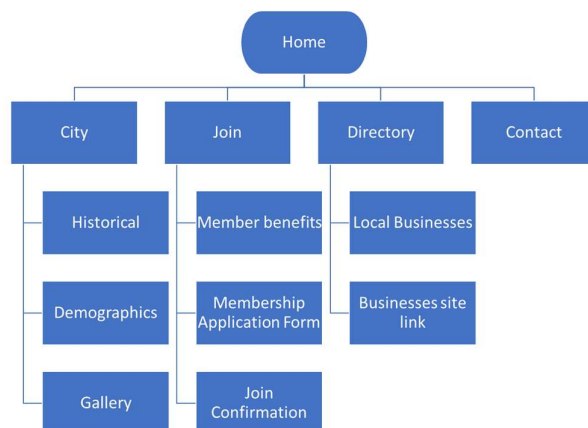
Personas

Mike

Mike is a local business owner and a member of the ORCHAM. His business is featured in the ORCHAM website and promoted by the chamber to help resources and investors for expansion and business development.

Bing

Bing has a franchising business and is planning to expand her business and establish a store in the city. She finds the website to connect her to resources and business networks that will lead to achieving her business interests and goals.

Site Map:

Color Scheme:



Typography:

This website utilizes the google fonts api: Quicksand and Varela Round
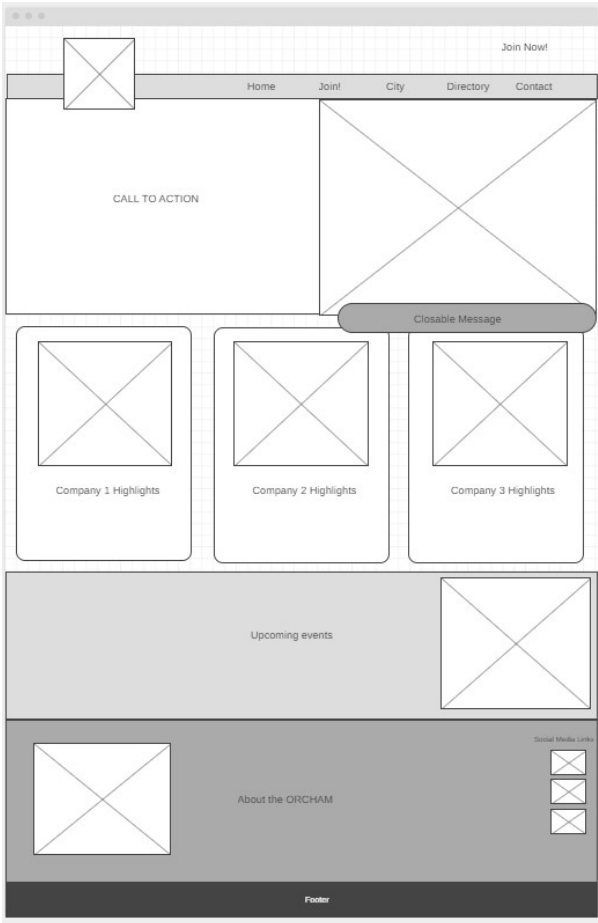
Headings: Merriweather, helvetica, sans-serif;

Merriweather's large x-height boosts the font's legibility, making it suitable for use in long texts as well as for headlines and titles.

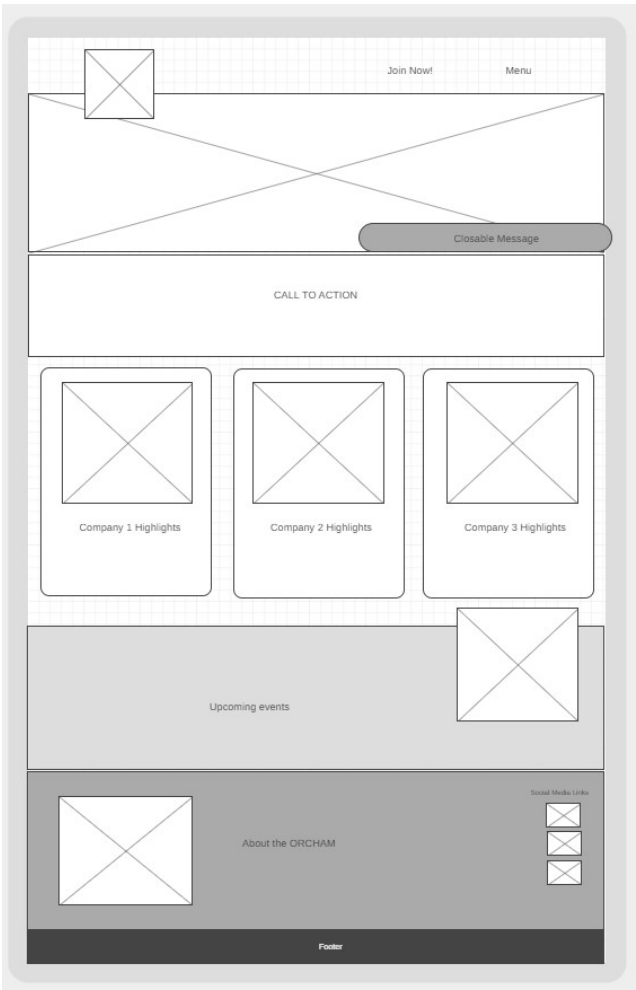Paragraph and Navigation: Lato, Times, serif

This typeface family is simultaneously familiar and different – most especially in the way some of the font's details are rounded off.

Wireframe Sketches:

Large wide view

Tablet view

Mobile phone view