Site Name: San Leanna Chamber of Commerce

Site Purpose: The San Leanna Chamber of Commerce website informs members and small businesses of upcoming events. It helps small businesses network with other individuals in the community. It helps the economic growth of the community and improves the quality of life by helping small businesses grow through resources and networks.

Target of Audience: The target audience is composed of 4 main groups. Small business owners/operators, business professionals, those in the community looking for work or resources, and those wanting to get more involved. These are generally people above the age of 20 with a college degree.

Personas:

Persona 1: Jane Miller

Jane Miller is 35 and married as a mother of 3. She owns a small boutique in the town and is looking for resources to help with her accounting and marketing. She is looking to expand her business and is looking for resources that will help her do that. She uses the website to connect with business professionals and learn about upcoming events.
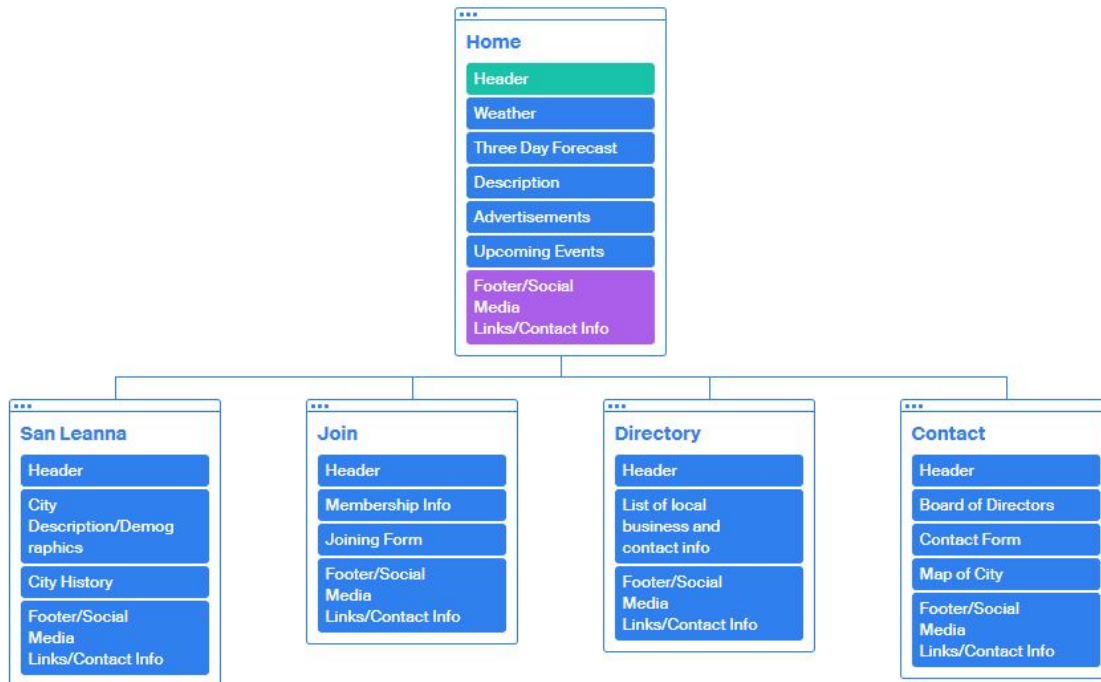

Persona 2: James Tucker

James Tucker is 54 and has been working in business his whole life. Due to his success he has retired early. He is one of the directors of the San Leanna Chamber of Commerce. He uses the website to hear about events, connect with and contact local businesses, and points people to the website that want to learn more.
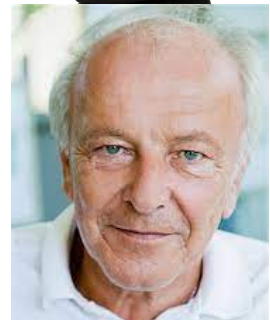
Site Map:

Color Scheme:

Color	Code	Usage
	ED6A5A	Highlights
	F4F1BB	Text Boxes/Info
	9BC1BC	Text Boxes/Info
	E6EBE0	Header/Background Color
	36C9C6	Highlights

Typography:

Navigation	Yantramanav	1.25em			Sample
Footer	Yantramanav	1em			Sample
Heading 1	Patua One	2.25em			Sample
Heading 2	Patua One	2.25em			Sample
Heading 3	Patua One	1.75em			Sample
Paragraph	Yantramanav	1em			Sample

Wireframe: