

OREMCOMMERCE.ORG

Site Purpose:

The purpose of oremcommerce.org—the official website for the chamber of commerce of Orem, UT—is twofold. First, the site aims to encourage potential new members to join our organization and to facilitate that process. Second, the site aims to provide both potential and current members with information about the chamber, its goals, its members, its programs, upcoming events, and other information that is useful for utilizing our organization’s resources in promoting business goals. Ultimately, the goal of the site is to further the goal of the chamber of commerce itself—to promote local businesses and to enable networking opportunities for those involved.

Target Audience:

Our target audience consists solely of business owners in the Orem, Utah area, and primarily of small business owners. It is expected that these business owners will be middle-aged or older, with the average user’s age ranging from about 40 to 70. While we expect that most of our users will be male, Caucasian, and married, with at least a bachelor’s degree, there will also be a substantial portion of our users that do not fall into these categories. Of those who are not Caucasian, the most common ethnicity will likely be Latino.

Personas:

Robert Anderson

- Photo:



- Age: 56
- Description: Robert is a single man with a strict personality and a wry sense of humor. He is originally from California. He can be a bit awkward at making small talk, but he is very intelligent, motivated, and is a highly competent leader. While he has no children of his own, Robert has a good relationship with his extended family, including his many nieces and nephews.

- Education and job: Robert earned a bachelor's degree in economics from UCSC and joined a small company shortly before graduating, where he made his way up the ranks and obtained practical experience in a management position. Thirteen years ago, he moved to Utah and joined a small IT support company, which he took charge of in 2016.
- Technology use: Robert has stayed very up to date with the latest technology and knows quite a bit about computers. He owns a high-quality laptop, a frequently used tablet, and a new smartphone, and is proficient in using each of them. His friends will sometimes come to him if they have computer problems, because they know he will be able to fix it.
- Purpose for using the site: Robert's company has been part of Orem's chamber of commerce for a long time, and he uses the site frequently to stay up-to-date about upcoming events, relevant news, and current initiatives.

Mary Hernandez

- Photo



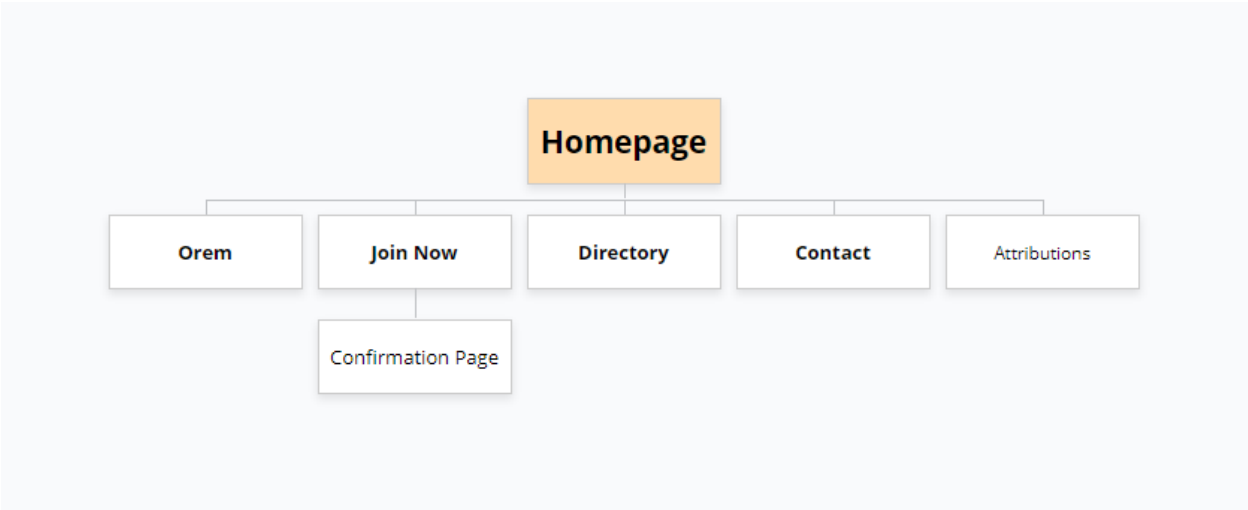
- Age: 45
- Description: Mary was born in the United States, Utah, and her grandparents are from Mexico City. She is bilingual in Spanish and English, has a cheerful, social personality, a hardworking attitude, and has a strong drive to succeed.
- Education and job: Mary attended UVU and was working toward a degree in accounting before getting married and putting a hold on her education to raise her children. More recently, she began taking classes through the BYU Pathway program and earned certificates in Entrepreneurship and Business and Leadership Skills. Last year, she decided to follow her dream of owning her own restaurant, and opened a Mexican restaurant with her husband, cousin, and oldest daughter.
- Technology use: Mary considers herself to be relatively awkward when it comes to modern technology usage, especially when comparing herself to her teenage children, but in practice she manages to use a laptop and phone quite well. While she wouldn't be able to troubleshoot most technical issues on her own, she knows how to use the internet, word processors, and search engines in order to get what she needs.
- Purpose for using the site: Mary's business is not yet part of the chamber of commerce, but she thinks that joining could be the next step in helping her restaurant to grow.

Scenarios:

- How can joining the chamber of commerce benefit me and my business?
- What is the next social event the chamber is hosting?
- I'd like to subscribe to the chamber's monthly newsletter.

- My business is short-staffed and I'd like to get word out that we're hiring.
- I'd like to reach out to some of the new chamber members to see how we could help each other promote our interests.
- How can I get a place on the chamber's board of directors?

Site Map:



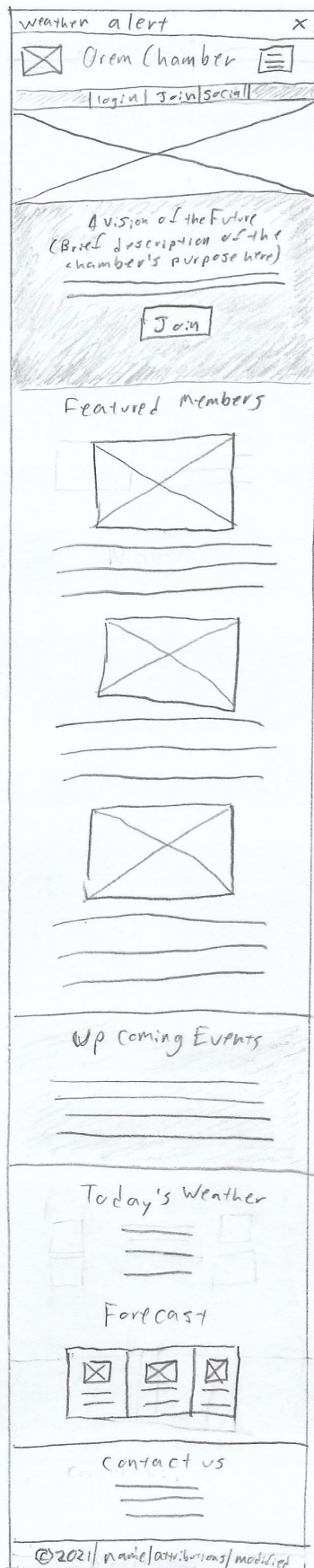
Color Scheme & Typography:

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Site header (h1)	Encode Sans SC Semibold	#0D4982	#FFFFFF	SAMPLE
Primary navigation	Noto Sans JP	#FFFFFF	#191E21	Sample text
Primary nav (hover)	Noto Sans JP	#1F89F0	#121517	Sample text
Footer	Noto Sans JP	#FFFFFF	#0D4982	Sample text
Heading 2 (h2)	Encode Sans SC Semibold	#0D4982	#FFFFFF	SAMPLE
Heading 3 (h3)	Encode Sans SC	#0D4982	#FFFFFF	SAMPLE TEXT
Paragraph Text	Noto Sans JP	#191E21	#FFFFFF	Sample text
Alternate Paragraph	Noto Sans JP	#191E21	#B9CBCB	Sample text
Highlight Color	n/a	n/a	#FACE37	Sample text

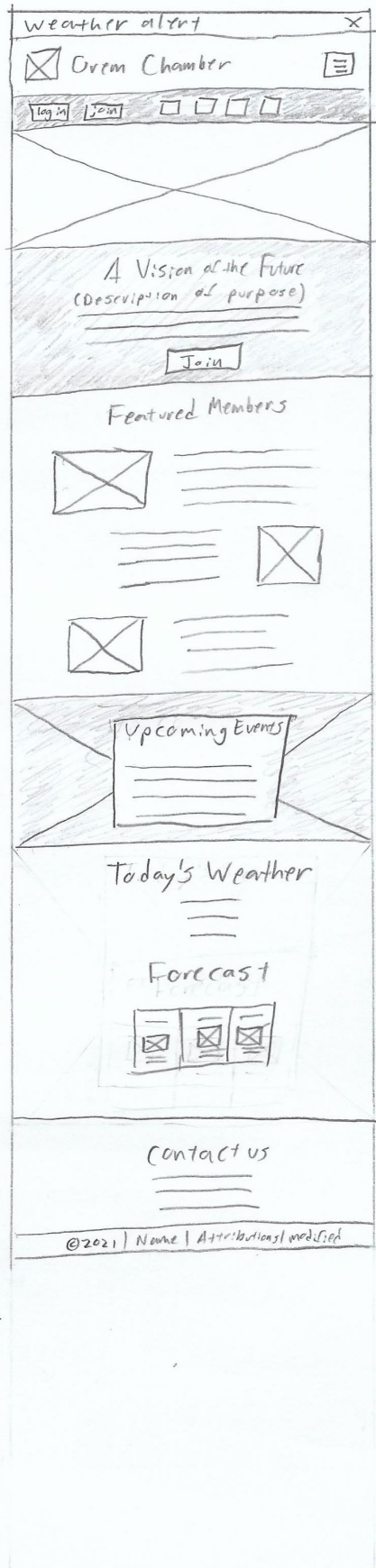
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Wireframe Sketches:

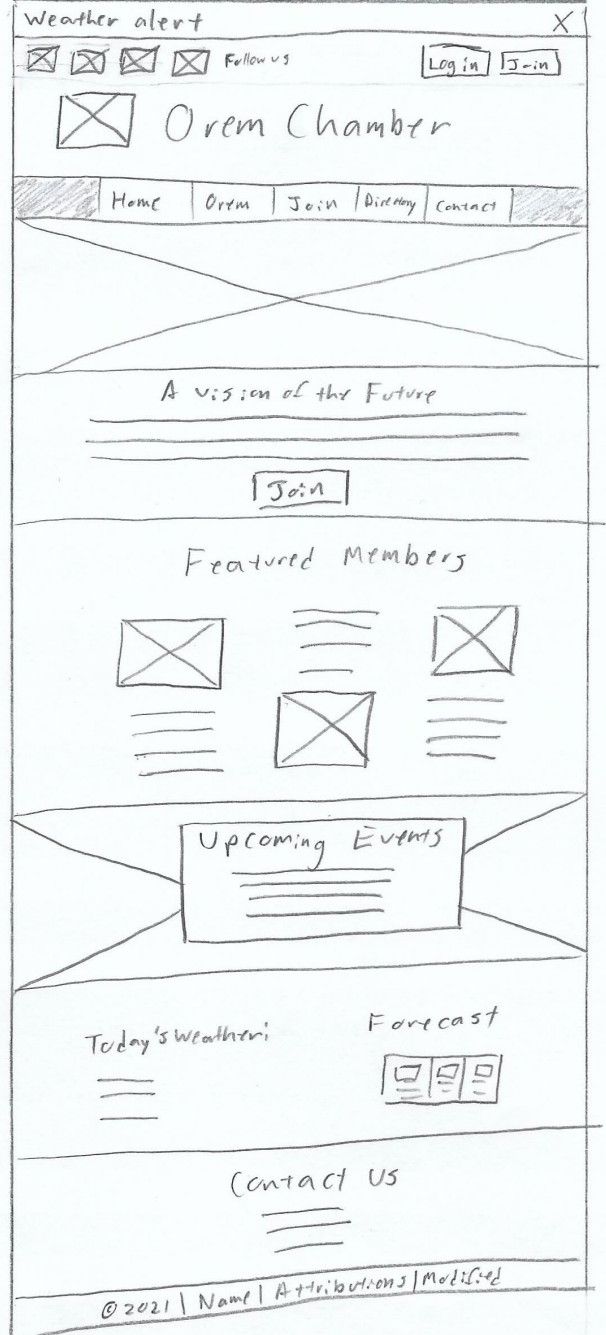
SMALL



MEDIUM



LARGE



Sources:

Statistics used in forming audience/personas:

<https://www.guidantfinancial.com/small-business-trends/>

Free Site Map Creator:

<https://www.gloomaps.com/>

Photos for Personas:

<https://unsplash.com/photos/Fsgzm8N0hIY>

https://unsplash.com/photos/pAtA8xe_iVM