

Chamber of Commerce

Website for Älvsjö district in Stockholm municipality

Website Planning

Site Purpose

The intent of the website project is:

1. to foster business networking
2. attracting additional business and people
3. to promote the business interests of the members of the organization
4. advertise the attractions of the district (promote the area)

Target Audience

The website audience is businessmen, 32-56 years old, who owned small- and medium-sized companies. They are looking for a perspective modern district “centrum” with a large flow of people.



Persona 1: medium-sized companies

Andreas Forbes

Owner of “Apoteket” company

38 years old, married, 2 children, education: medical and business.

He is searching for a place for a new company’s filial and he wants to learn more about the business environment at Älvsjö district and maybe to become a member of Chamber of Commerce in Älvsjö.



Persona 2: small-sized companies

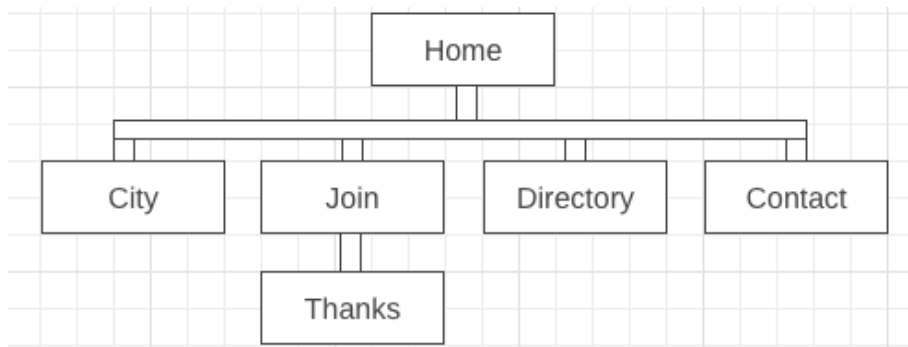
Maria Krylborn

Atelier owner

54 years old, married, 4 children, 3 grandchildren,
education: college.

She have a little store at Alvsjo centrum and now
she think about Chamber of Commerce
membership.

Site Map



Color Scheme

<https://coolors.co/2d3142-4f5d75-bfc0c0-ffffff-ef8354>



Typography

Noto Sans SC

https://fonts.google.com/specimen/Noto+Sans+SC?subset=latin&preview.text=Chamber%20of%20Commerce%20%C3%84lvsj%C3%B6&preview.text_type=custom

Thin 100

Chamber of Commerce Älvsjö

Light 300

Chamber of Commerce Älvsjö

Regular 400

Chamber of Commerce Älvsjö

Medium 500

Chamber of Commerce Älvsjö

Bold 700

Chamber of Commerce Älvsjö

Black 900

Chamber of Commerce Älvsjö

Dosis -

https://fonts.google.com/specimen/Dosis?subset=latin&preview.text=Chamber%20of%20Commerce%20%C3%84lvsj%C3%B6&preview.text_type=custom

Extra-light 200

Chamber of Commerce Älvsjö

Light 300

Chamber of Commerce Älvsjö

Regular 400

Chamber of Commerce Älvsjö

Medium 500

Chamber of Commerce Älvsjö

Semi-bold 600

Chamber of Commerce Älvsjö

Bold 700

Chamber of Commerce Älvsjö

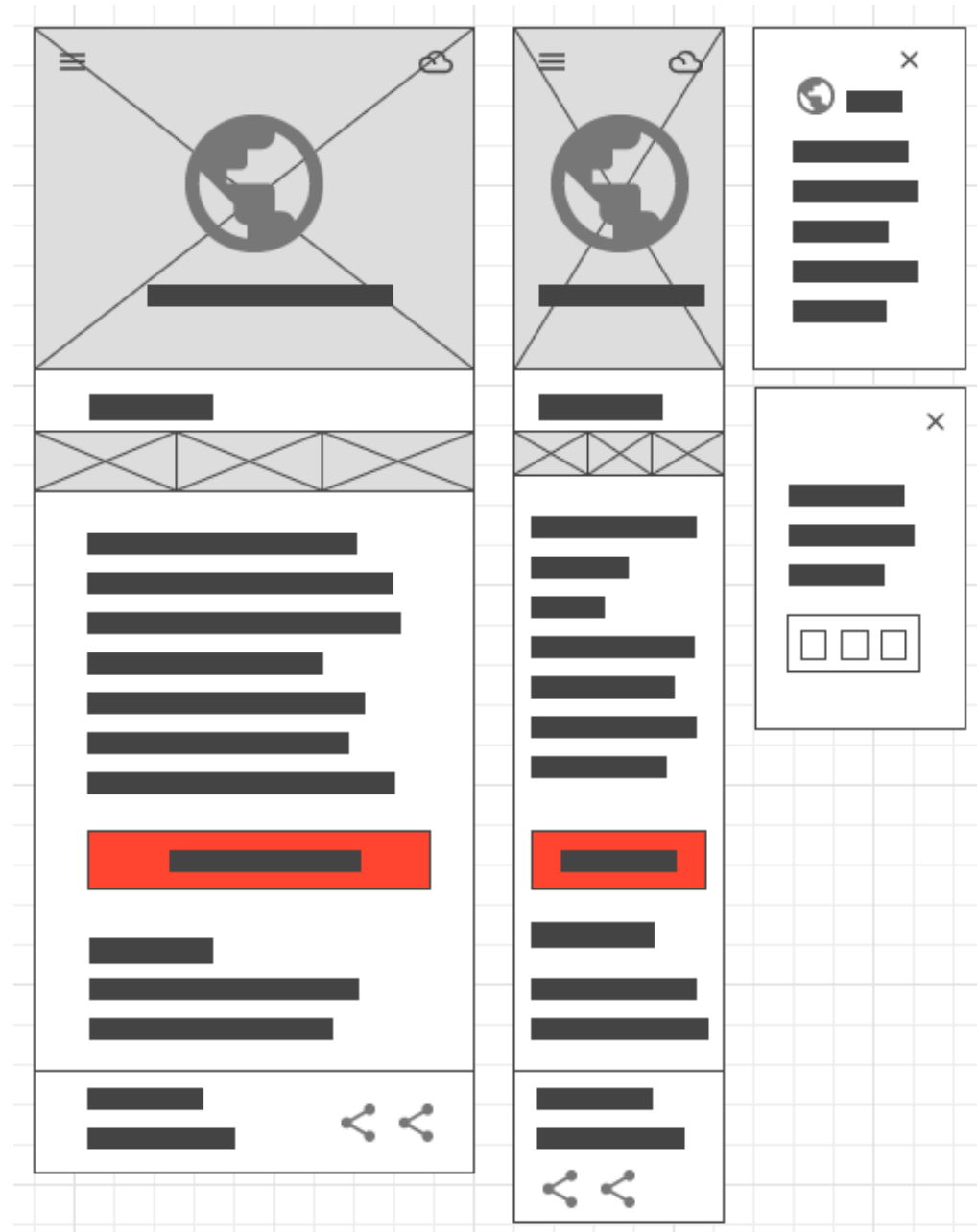
Extra-bold 800

Chamber of Commerce Älvsjö

Wireframe Sketches

<https://wireframe.cc/wp1CFh>

Laptop and phone screens wireframes. Also menu and weather sections.



Full screen wireframe. View with menu and weather sections, alert section.

