

Parker-Colorado Chamber of Commerce

planning document

Site Purpose:

The purpose of this website is to promote local businesses in Parker, Colorado. Our goal is to help people to know more about Parker and its local business. In addition, we want to get people's eyes on Parker City; they will know that Parker city has a lot to offer to them. For this reason, this website will inform about Parker's attractions, events, and local business.

Target Audience:

The audience for this web page will be local businesses and the public in general. Business owners will see the benefits of being a member of our chamber of commerce. We will promote their businesses, and they will get support to succeed. This website will give information about the Parker attractions and local business to people in general and business' owners who live in Parker, people who want to visit Parker, or people that want to start a business in Parker. Today, people use their phones to find anything. So, it is important to adjust this website to different viewport devices.

Two personas

First persona:

1. **Persona Group:** Elder
2. **Fictional name:** Mark Douglas.
3. **Job titles and major responsibilities:** He owns a café restaurant in Castle Rock.
4. **Demographics:**
 - 45 years old.
 - married
 - 2 children
 - Owner of a café restaurant.
5. **Goals and tasks:** He would like to open a new café restaurant at Parker. He would like to know if Parker will be an excellent place to start his second business.
6. **Environment:** He is always looking to get clients into his café. He likes social media, and He uses it to promote his business. He is looking for a new chamber of commerce that helps him to grow his new business.
7. **Quote:** It never late to start a new business!

Second Persona:

1. **Persona Group:** Housewife
2. **Fictional name:** Keely Freeman.
3. **Job titles and major responsibilities:** she takes care of her two children, a husband, and a house.
4. **Demographics:**

-25 years old

-married

-mother of two children

-has a bachelor's in nursing.

5. **Goals and tasks:** she takes care of her two kids and husband. She lives in Parker, and she is always looking for activities for the whole family, especially for her kids.

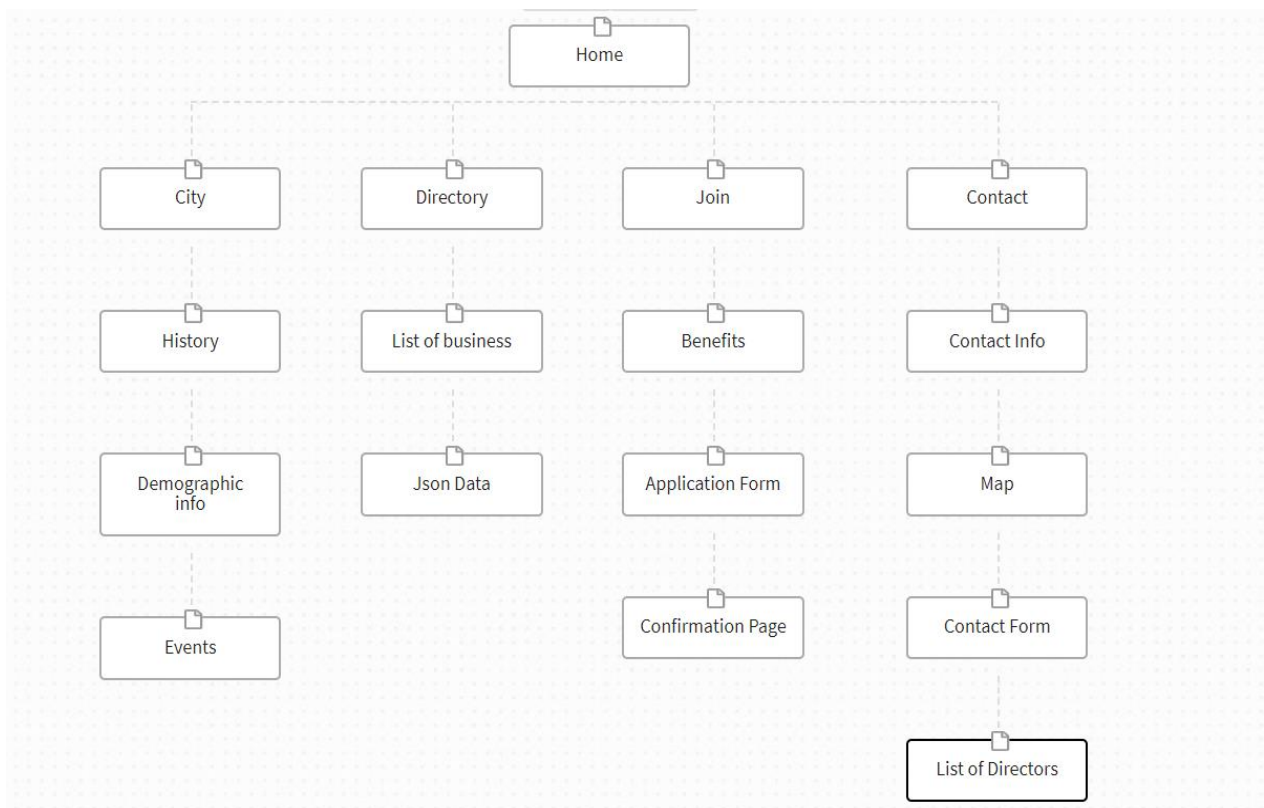
6. **Environment:** She spends most of her time at home. However, she likes to eat at local restaurants, visit parks with her kids and do local shopping.

7. **Quote:** Entertain the kids!

Site Map:

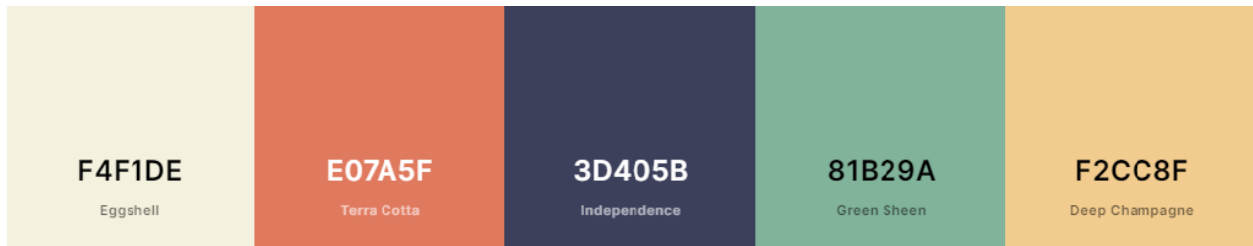
Here is my site map.

<https://writemaps.com/wmaps/mapbuilder/462673>



Color Scheme:

These are the colors for my Web site.



Typography:

I will use Bona nova font for my paragraphs.

```
@import url('https://fonts.googleapis.com/css2?family=Bona+Nova&display=swap');
```

```
font-family: 'Bona Nova', serif;
```

Example:

Almost before we knew it, we had left the ground.

I will use Cabin font for my headers.

```
@import url('https://fonts.googleapis.com/css2?family=Cabin:wght@700&display=swap');
```

```
font-family: 'Cabin', sans-serif;
```

Example:

Almost before we knew it, we had left the ground.

Wireframe Sketches:

Big screen: <https://wireframe.cc/9f6bNm>

Medium screen: <https://wireframe.cc/2KHR83>

Small screen: <https://wireframe.cc/7rE6xr>