



# Salt Lake City Chamber of Commerce

BY STERLING WELKER



**Domain:**

SaltLakeChamber.com

# Domain Name & Logo

# Site Purpose

- ▶ Our site purpose here at the Salt Lake City Chamber of Commerce, is to work together to build a healthy economy and improve the quality of life in our community. We do this, by providing local businesses with resources and an environment where they can grow and prosper. Within this website, we help our users to learn more about how to join the Chamber of Commerce with its many benefits, and by highlighting local businesses and upcoming events.

# Target Audience

- ▶ Our target audience will be current and prospective members of the Salt Lake City Chamber of Commerce. While there may be some users that come here to learn more about their local community, that will not be our focus. Our focus is on helping business owners grow their businesses. We do not have an age range for our target audience, as there is no age limit for starting a business. However, we want to make our site as easily accessible as possible since some members of our target audience may not have the same level of technological experience.

# Personas

## **Samantha and Robert Jacobson**

Samantha (32-year-old female) and Robert (34-year-old male), are a married couple who recently moved to Salt Lake City with their 3 children. They moved to Salt Lake City as they own a couple of BBQ restaurants in Arizona and are in the process of opening a new restaurant here. They were already members of the Chamber of Commerce in Phoenix, Arizona, but are now looking to join the Salt Lake City Chamber as their new restaurant is two months away from their grand opening. They would like to advertise this grand opening, through the Chamber of Commerce.

## **Aaron Baynes**

Aaron (27-year-old male) lives in Salt Lake City. He and two of his old college roommates started a landscaping company 3 years ago and joined the Salt Lake City Chamber of Commerce 1 year ago. Up until now, they had only done residential landscaping, but are now planning on expanding to do business landscaping as well. He and his friends (co-owners) would like to begin networking with other companies as they continue to expand their business.

# Color Scheme & Typography

Primary

**485F89**

Bdazzled Blue

Accent

**D99330**

Harvest Gold

Background

**FDFBF2**

Floral White

Background Accent

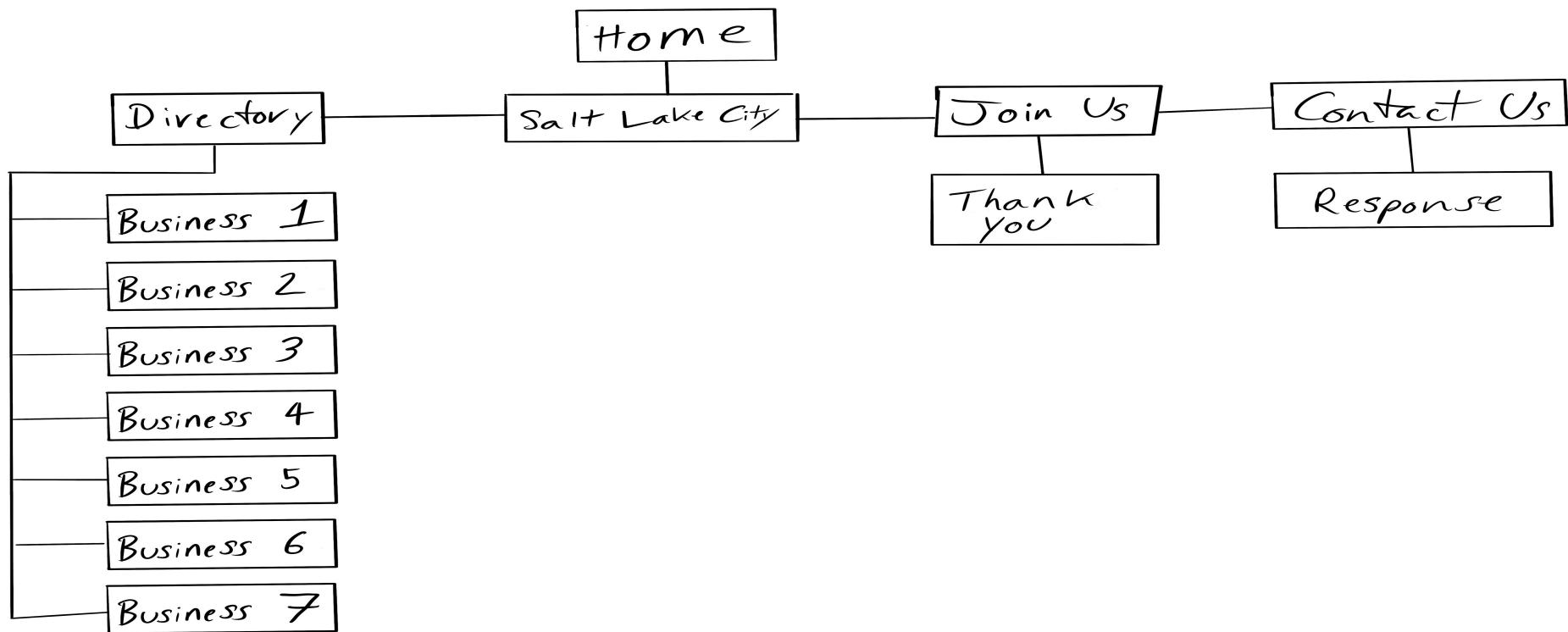
**F4F1EA**

Floral White

Headers & Titles: Montserrat Medium 500

Main body text: Roboto Regular 400

# Site Map



# Large Wireframe

The wireframe illustrates a website layout for the Salt Lake City Chamber of Commerce. At the top, there is a header bar with a blue background. On the left side of the header is the chamber's logo, which consists of a square with a diagonal cross. To the right of the logo, the text "Salt Lake City Chamber of Commerce" is written in a cursive font. Below the header, there is a navigation menu with links: "Home" (in orange), "Salt Lake City" (in orange), "Directory" (in blue), "Join Us" (in blue), and "Contact Us" (in blue). A large, thin black 'X' is drawn across the entire header area.

The main content area begins with a section titled "Chambers of Commerce" in a cursive font. This section features several wavy horizontal lines and a square icon with a diagonal cross, similar to the logo. Below this section is a yellow rectangular button labeled "Learn More".

Below the "Chambers of Commerce" section is another section titled "Events & Weather" in a cursive font. This section contains a square icon with a diagonal cross and several wavy horizontal lines.

At the bottom of the page, there are three separate boxes, each labeled "Advertisement" in a cursive font. Each advertisement box contains a square icon with a diagonal cross and several wavy horizontal lines.

At the very bottom of the page, there is a dark blue footer bar. On the left side of the footer, the text "Contact Information" is written in a cursive font. On the right side of the footer, there are three small square icons with diagonal crosses.

# Medium Wireframe

The wireframe illustrates a website layout for the Salt Lake City Chamber of Commerce. It features a header with the chamber's logo and name, a menu icon, and a large central area divided into three sections: 'Chambers of Commerce', 'Events & Weather', and 'Advertisement'. Each section contains placeholder text and a square icon with an 'X' pattern.

Salt Lake City  
Chamber of Commerce

☰ Menu

Chambers of Commerce

Events & Weather

Advertisement

Contact Information

□ □ □

# Small Wireframe

The wireframe consists of three main sections:

- Header:** A blue header bar at the top features the Salt Lake City Chamber of Commerce logo (a square with an 'X') and the text "Salt Lake City Chamber of Commerce". Below the logo is a yellow "Menu" button with three horizontal bars.
- Content Area:** The main content area contains three boxes: "Chamber of Commerce", "Events & Weather", and "Advertisement". Each box has a large rectangular placeholder with an 'X' pattern and wavy lines below it, and a "Learn More" button at the bottom.
- Footer:** A blue footer bar at the bottom contains the text "Contact Information" and three small square icons.