Chamber of Commerce Website Planning Document for Panglao, Philippines

I. Site Purpose

The purpose of this site is to unite businesses in the town of Panglao in promoting the town's tourism. It is also to provide the audience with vital information about the town. This site will contain list of businesses in the area with their contact information. It will also have a membership form page where business owners can join the chamber and enjoy perks and benefits such as a spot in our advertisement section. Lastly, the website will contain the current weather of the town as well as the weather forecast of the day.

II. Target Audience

a. Description of Target Audience

The site's target audience are business owners in the town of Panglao who are looking to promote their businesses as well as foster unity among businesses. These owners come from different countries who settled and set up a business in Panglao. There are also a few owners who are locals. They range from age 30 to 70 years old, and most of them are males. The site also targets tourists, families and individuals, from around the world who are looking to have a beach vacation. They range from age 10 to 65 years old. Majority of my audience will access the site through their mobile phones.

b. Personas

i. Persona 1

Name: James Brown
Occupation: Resort Owner
Age: 50 years old
Status: Married with 3 children
Educational Attainment: Undergraduate

Personality:

He has a natural leadership role.
He likes to hang out with his co-business owners in his leisure time.
He is a good boss to his employees.

Goals and tasks:

Supervise his business making sure everything is smooth.
Inspect his establishment for orderliness and cleanliness.
Setup meetings with his managers and staff.

Technological Environment:

He is good with computers and internet. He is always connected to the internet using laptop to check how his business is doing. He also uses the internet through his mobile phone to stay connected with his friends and family.

ii. Persona 2:

Name: Harry Fields
Occupation: Programmer
Age: 40 years old
Status: Married with 2 children
Educational Attainment: College graduate

Personality:

He is easy-going.
He loves the outdoors.
He is family oriented.

Goals and tasks:

Writes and tests codes for new programs.
Update existing programs.
Identify and debug program errors.
Ensure the security of programs.

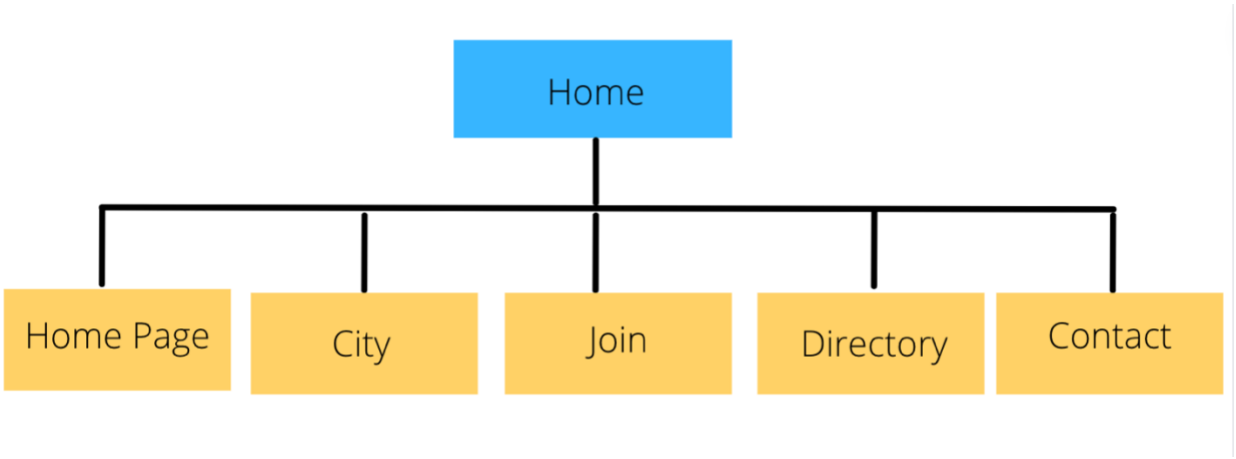
Technological Environment:

He is very good with computers and internet. He is always connected to the internet from his desktop. When he is away from work, he uses his mobile phone to stay connected.

c. Scenarios:

1. What are the benefits in joining the chamber?
2. What are the upcoming events in Panglao for this year?
3. Who are members of the chamber?
4. Who are the board of directors of the chamber?
5. What is there to see and do in Panglao?

III. Site Map



IV. Color Scheme

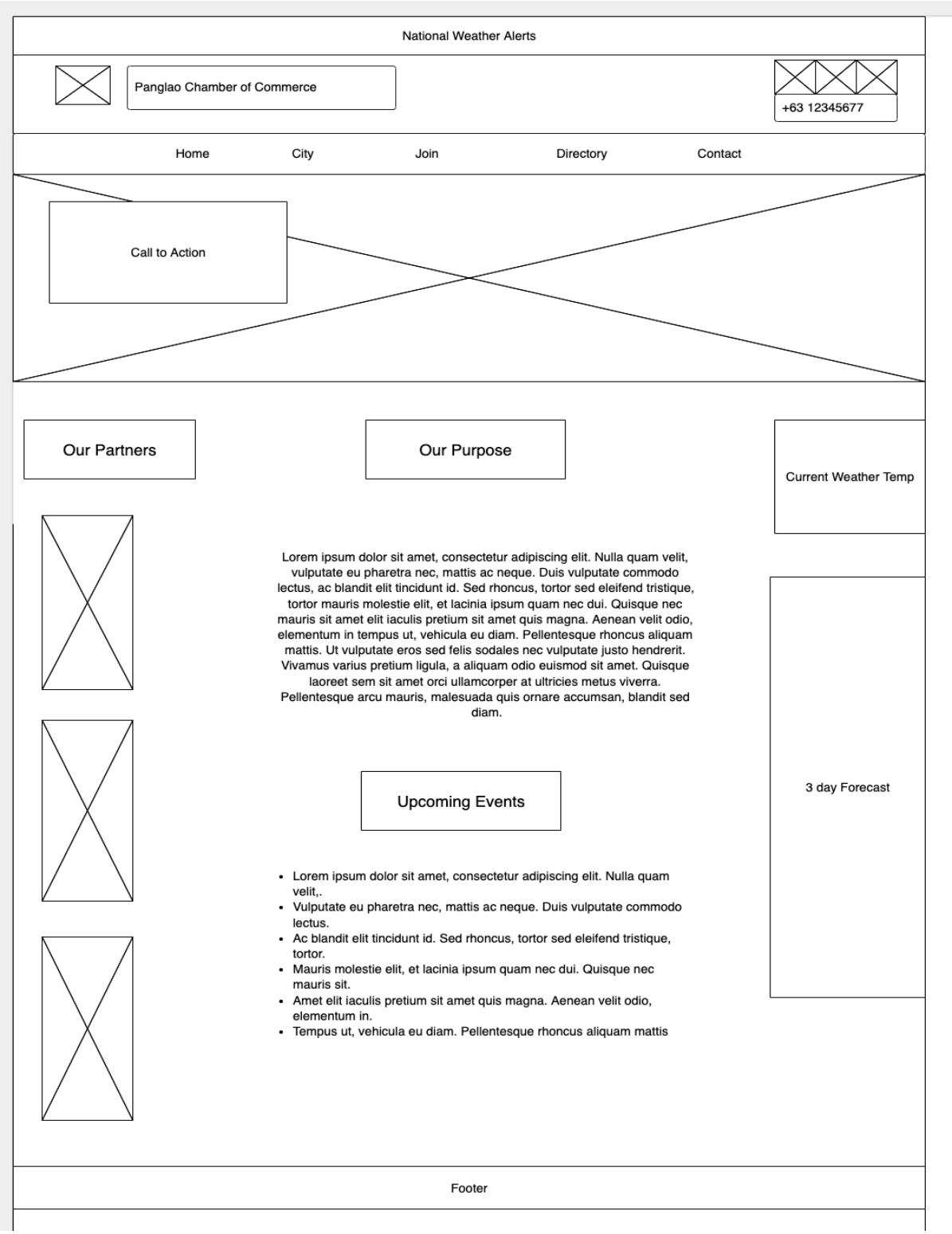
Tags	Background Color Font Color	Sample
Site Header	#264653 #FDFEFF	Text
Footer	#1a748e #FDFEFF	Text
Primary Navigation	#2A9D8F #f6fbfb	Text
Headings	#FFFF #000000	Text
Paragraph text	#FFFF #000000	Text
Accent 1	#E9C46A #000000	Text
Accent 2	#F4A261 #000000	Text

V. Typography

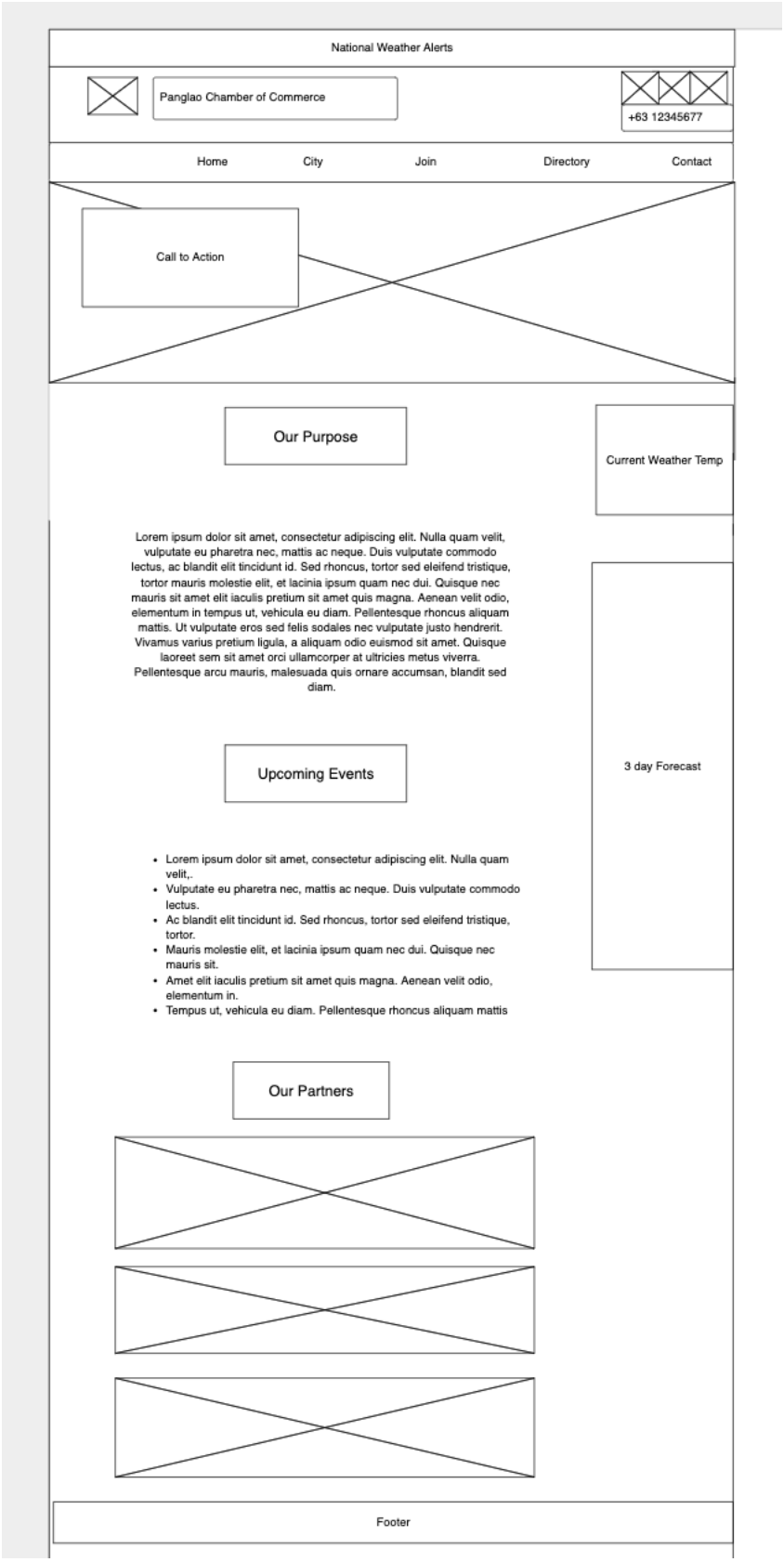
Tags	Font	Font Size	Sample
Site Header	Open Sans	30px	Text
Footer	Open Sans	15px	Text
Primary Navigation	Roboto	18px	Text
Heading 1 (h1)	Open Sans	30px	Text
Heading 2 (h2)	Open Sans	25px	Text
Heading 3 (h3)	Open Sans	20px	Text
Paragraph text	Roboto	17px	Text

VI. Wireframe Sketches

Large View



Medium View


National Weather Alerts
Panglao Chamber of Commerce
+63 12345677
Home
City
Join
Directory
Contact
Call to Action
Our Purpose
Current Weather Temp
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3 day Forecast
Upcoming Events
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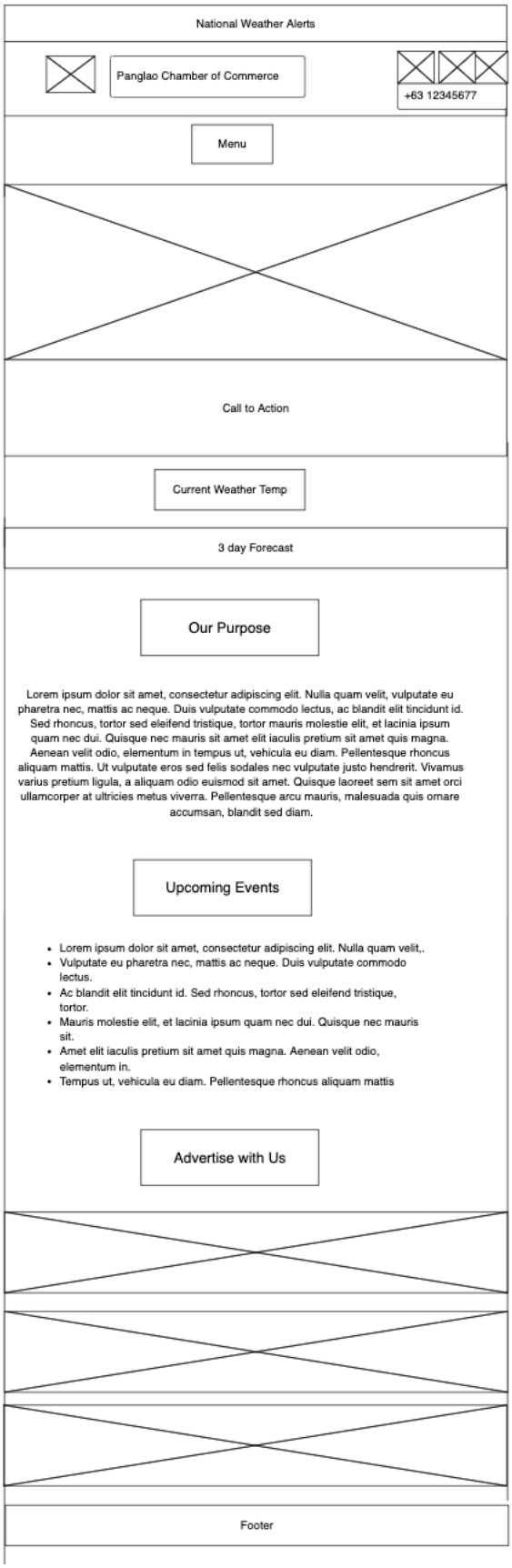
Our Partners
Footer

Small view


National Weather Alerts
Panglao Chamber of Commerce
+63 12345677
Menu
Call to Action
Current Weather Temp
3 day Forecast
Our Purpose
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Upcoming Events
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Advertise with Us
Footer