

Site Plan: Cámara de Comercio

Site Name

- Cámara Majorero

Site Purpose

The purpose of this site is to facilitate the Cámara's overall goal of advocating on behalf of the small business needs of Tetir in the municipio of Puerto del Rosario. Specific goals of the site include: advertising the attractions of the community, getting involved in causes that are relevant to the community thus finding synergy between the public and private sector, providing networking opportunities for both established and new business.

To meet these goals, the site will provide information on the benefits of joining the comercio along with a form that enables users to begin the process. Local business will be showcased. contact information and a map as well as social media links and a list of the board of directors will be provided. Local weather and history of the area will serve to connect the community along with a schedule of upcoming area events.

Domain

- camaramajorero.com

Logo



Target Audience

Tetir is a farming village in the center of the island of Fuerteventura. The village has about 800 inhabitants. Many of them have lived in the same town for generation and have established family businesses here. Many others are unemployed and looking for work as a result of both the current pandemic and also the historically high unemployment level which is 29.2 percent the highest recorded unemployment in the European Union to which the Canary Islands belong.

The target audience for this site includes both established business such as restaurants, cafe's and artesanía as well as future businesses that cater specifically to the tourist market and have sprung up to address the needs of the community as a result of the pandemic..

Personas

- **Persona 1.** Natividad is a 65 year old woman who loves to cook. Although she never finished high school, Natividad currently runs the restaurant which has been in the family for three generations. With a more or less fixed clientele that pay the bills, Natividad hasn't had much need to attract new clients. Her intention is to keep the business going

and one day pass it on to one of her three children. Natividad has limited experience using the web.

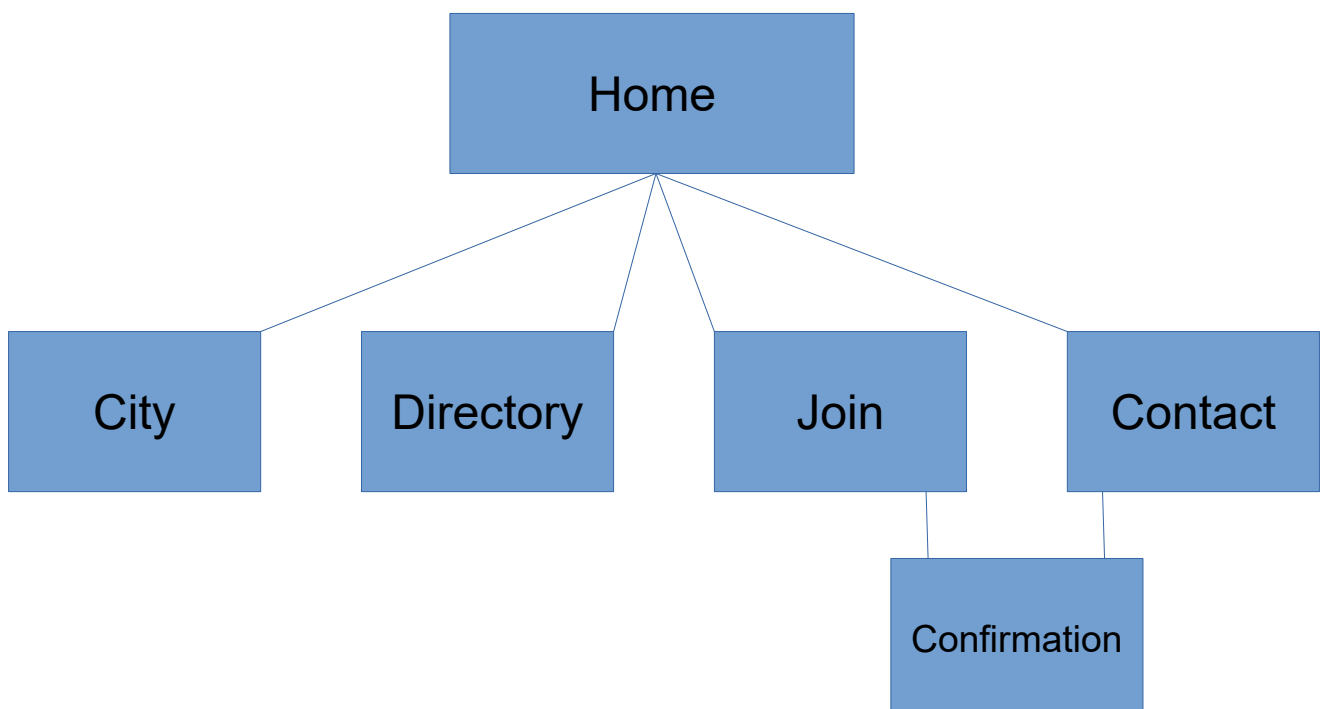
- **Persona 2.** Paco is a single 25 year old man who, as a recent graduate from college with a degree in teaching, has been unable to find steady work in the current job market. Paco is motivated to start his own business. He resides in the town of Tetir with his parents who are both retired. Paco has a great deal of experience using the web, social media, and computers in general. He prefers to shop online vs going to the store.

Scenarios

- As COVID continues to be a thing even in this corner of the world, Natividad has begun to question whether there is a better way to keep her business going. Some of the local restaurants seem to be doing more take-away using an online menu. Natividad believes that if she could build a web page, it might encourage more people to come by even if it is just to pick up an order of comfort food.
- Paco had high expectations when he began his studies years ago, by this time he expected to have graduated and moved to the Peninsula. And then COVID hit. For a while, just finishing his education seemed like a worthwhile goal. Unfortunately, as many schools implemented virtual learning, there isn't as much demand for teachers as he expected. Instead, Paco would like to open up an online classroom where he can tutor students that are struggling. If things go well, he plans to hire more teachers to cover more subjects all from the comfort of his parents home.

Site Map

The site map is a sketch of all the website pages and references. It should illustrate the relationship between those pages.



Color Scheme

The site uses colors taken from the Canary Island (white, blue, yellow) and Spanish (red and yellow) flags.



- **Primary**
White (#ffffff) – used for the background
- **Secondary**
Red (#c60b1e) – used in calls to action
- **Accent 1**
Blue (#436277) – used in the header and footer and as an overlay
- **Accent 2**
Yellow (#ffcc00) – used as an overlay

Typography

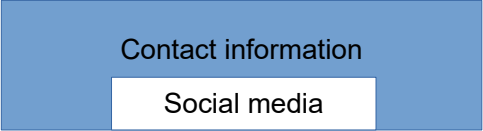
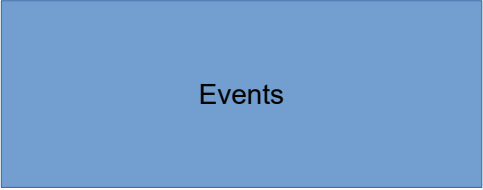
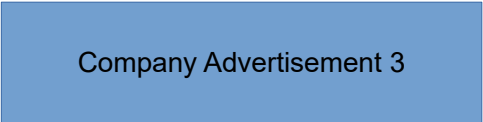
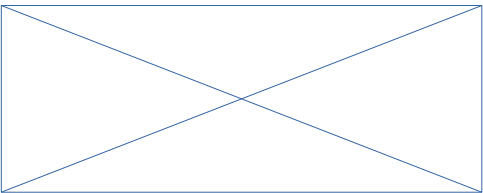
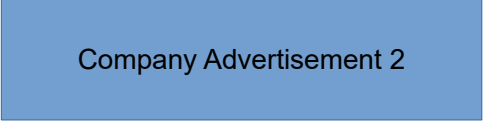
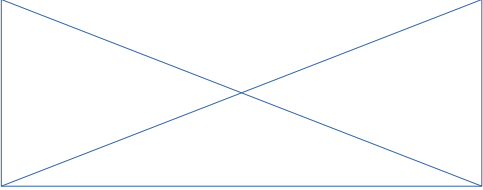
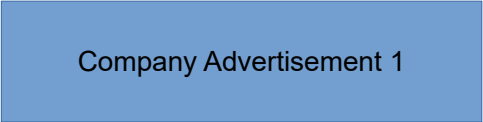
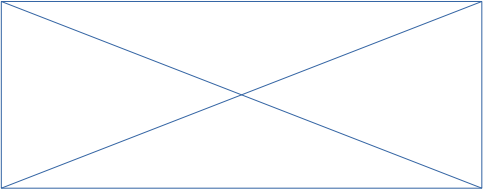
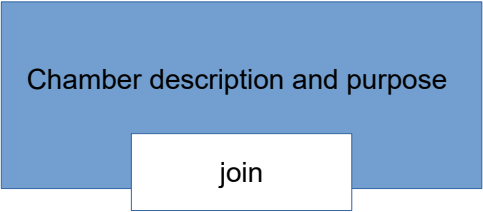
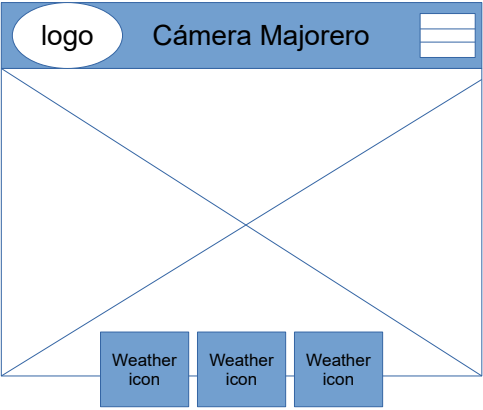
- Heading: Yuji Boku, cursive
- This modern font is a cultural throw back to the Guanchi Indians who inhabited the island before the Spanish conquered. Using this as a decoration across the site pays tribute to the heritage of those who came before.

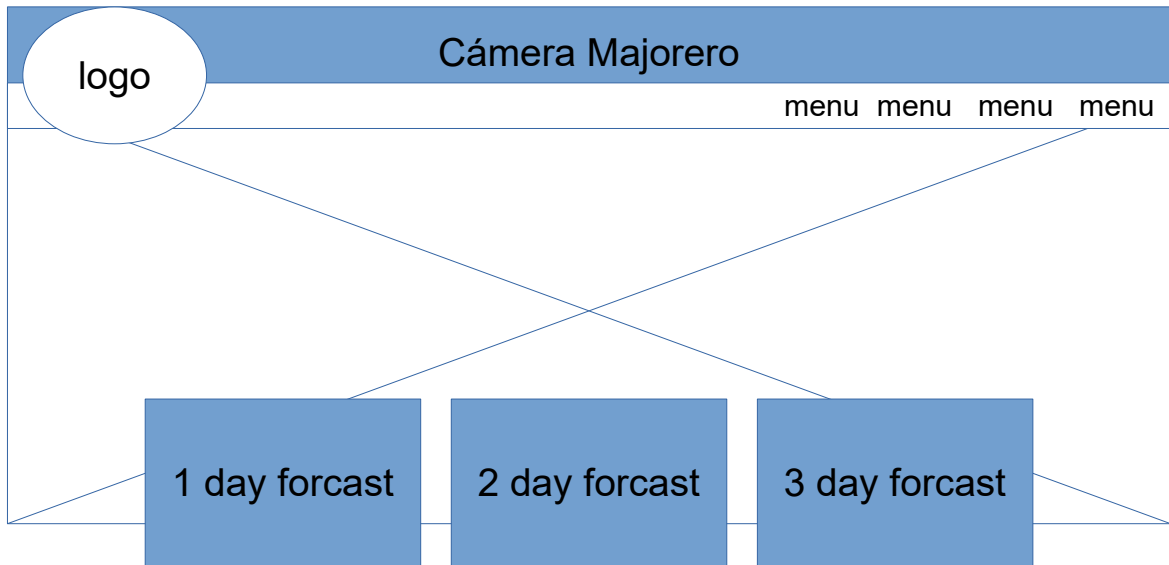
Cámara Majorero

- Paragraph: Quicksand, sans-serif
- This crisp font is clear and easy to read. Having pages that get straight to the point shows that the visitors time is valued.

Almost before we knew it, we had left the

Wireframe Sketches (small, medium, large)

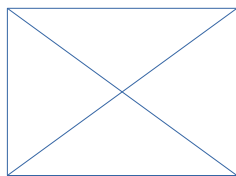




Chamber description and purpose

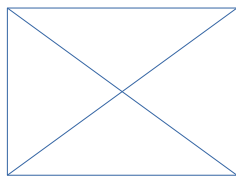
join

This block consists of a large blue rectangle. On the left side, the text 'Chamber description and purpose' is displayed. On the right side, there is a white rectangular button with the text 'join'.



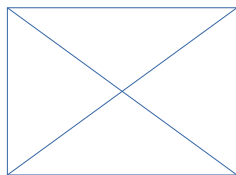
Company Advertisement 1

A blue rectangular block containing the text 'Company Advertisement 1'.



Company Advertisement 2

A blue rectangular block containing the text 'Company Advertisement 2'.



Company Advertisement 3

A blue rectangular block containing the text 'Company Advertisement 3'.

Current Events

A blue rectangular block containing the text 'Current Events'.

Upcoming Events

A blue rectangular block containing the text 'Upcoming Events'.

Contact information

Social media

This block is a blue footer bar. It contains the text 'Contact information' on the left and a white rectangular button with the text 'Social media' on the right.

