

Blake Powelson

WDD 230

## Site Plan

### Site Purpose:

The purpose of this website is to connect businesses together with other businesses in the area in and surrounding Rexburg, Idaho. This will also allow people to see local restaurants and activities as well as providing visitors to a central hub for what Rexburg has to offer. Businesses can show advertisements here, events can be shown here, membership information, and other services will be available here.

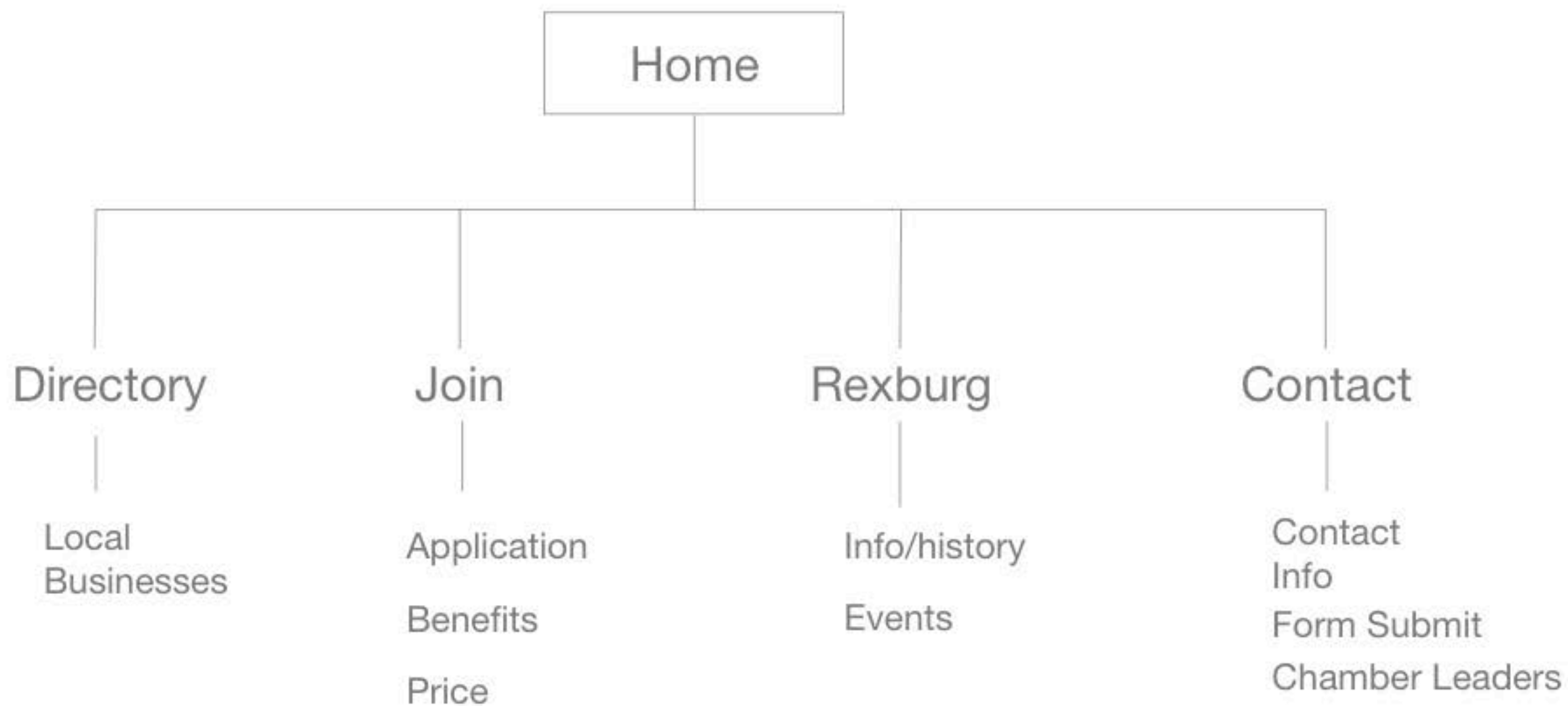
### Target Audience:

The target audience would be for people, mostly young to middle aged (20's – 50's) people to see what businesses and events are in Rexburg. These people would mostly be outsiders visiting. Businesses would use this site to reach that target audience and connect to other businesses, but this website is a vehicle for them to deliver information with the target audience. Teens and older people other than the target audience will see this website too, but it is not necessarily directed to them.

### Personas:

1. A father is planning a trip to Rexburg with his family to see their college kid. He uses the Rexburg Chamber of Commerce to see what restaurants are in town that interest him, as well as seeing the weather and events that are important to the days he will be there.

2. A young man is seeing what is in town in Rexburg for him and his friends to do. He sees what businesses that are nearby could provide a fun time with his friends. It is important to find places he can afford.



# Color Scheme



#292F36



#4ECDC4



#817F75



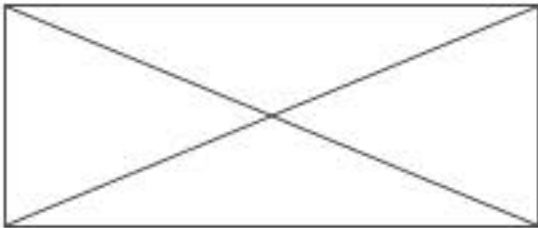
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#FFE66D

# Typography

Titles: The quick brown fox jumps over the lazy dog	Bely
Subtitles: The quick brown fox jumps over the lazy dog	Contralto
Normal: The quick brown fox jumps over the lazy dog	New Order



About Us

[Redacted text block]

Events

[Redacted text block]

Weather

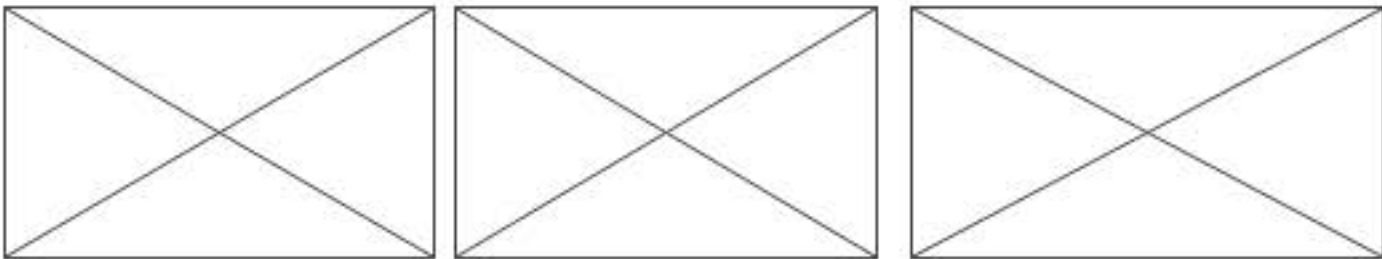
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Temperature: 40°F

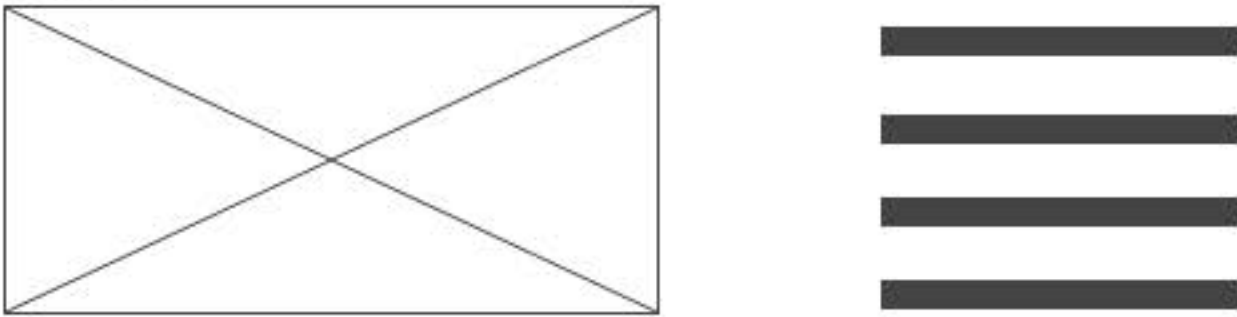
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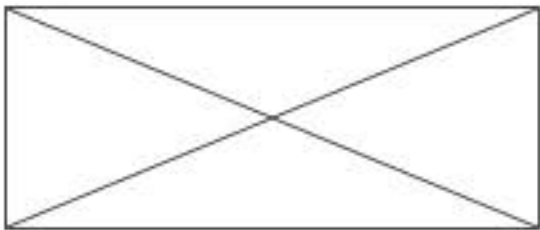
Forecast		

Advertisements



Contact Info





Rexburg Chamber  
of Commerce

Home

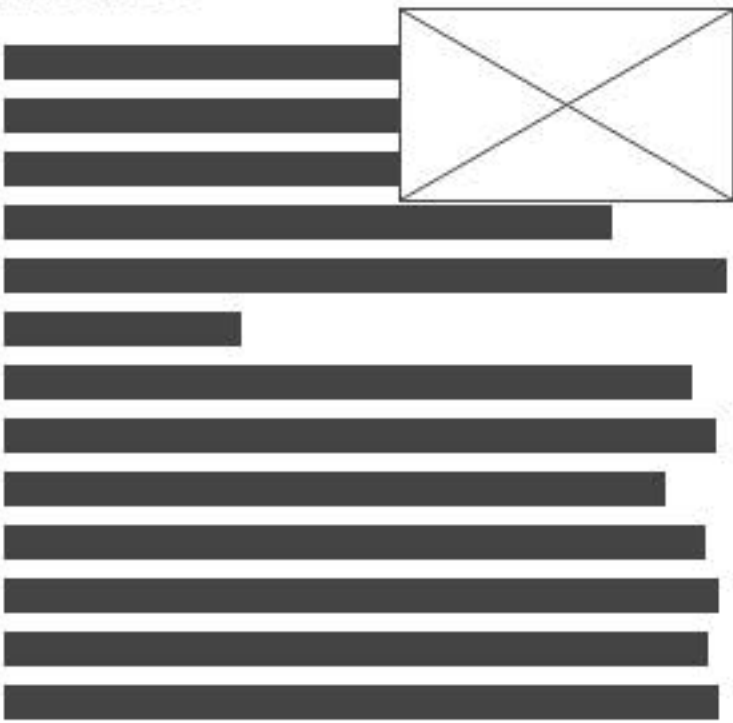
Directory

Join

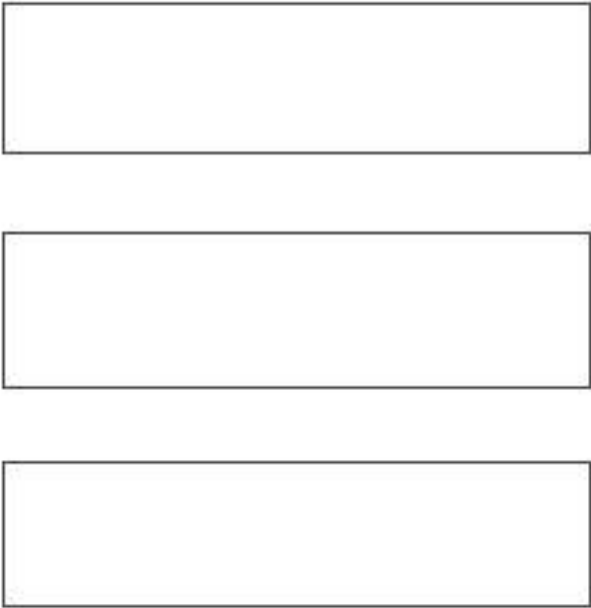
Rexburg

Contact Us

About Us



Events



Weather

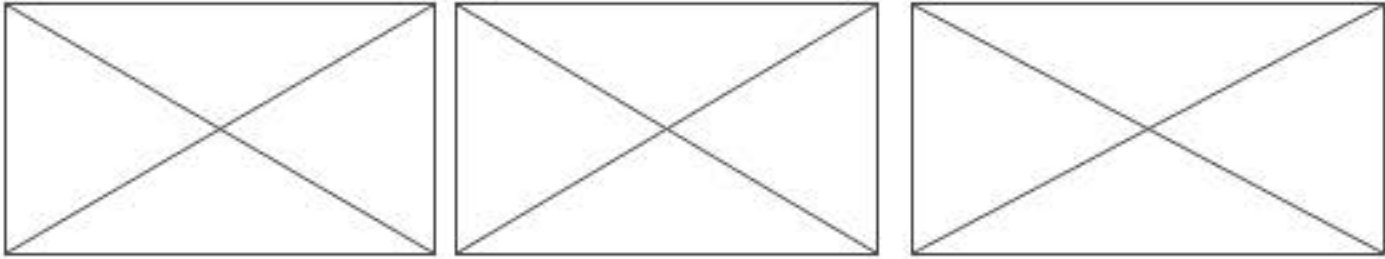
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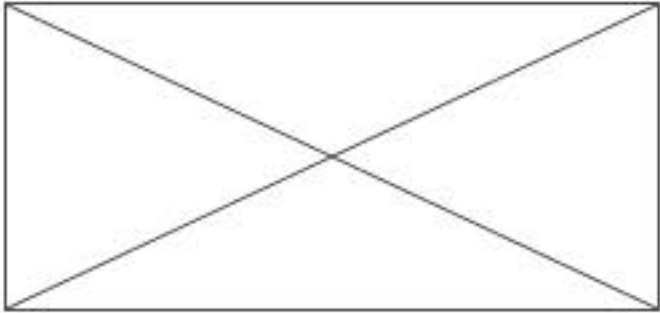
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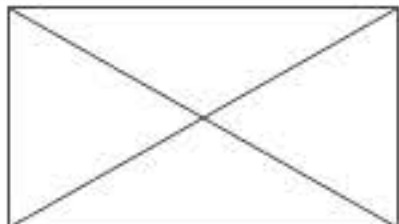
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Rexburg Chamber  
of Commerce

## Menu

### About Us

[Redacted text]



[Redacted text]

### Events



### Weather

Current: Cloudy

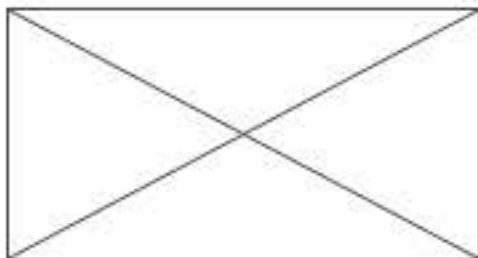
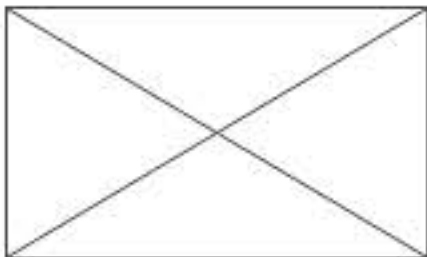
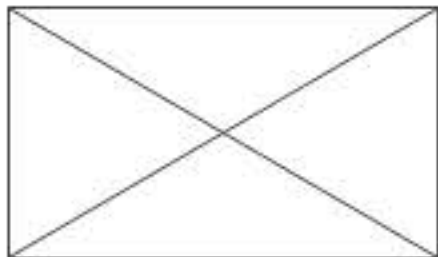
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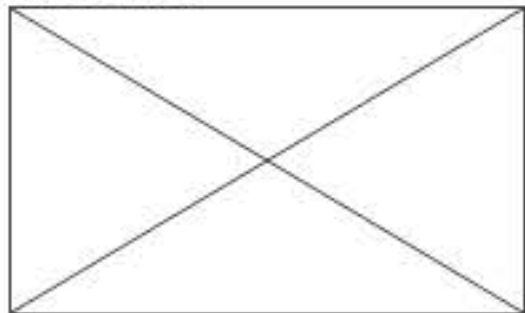
### Forecast

Forecast		

### Advertisements



### Contact Info



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