

Idona Chamber of Commerce

Website Planning Document

Site Purpose


The purpose of this website is to foster relationships between businesses and investors in our city.

We hope that by having a place where updates, news, offers and events of our chamber of commerce are posted regularly, it will help our members grow.

Target Audience

Our target audience are all businesses operating within our vicinity as well as investors.


PERSONAS

Photo:	
Name	Elvis Duru
Job title	CEO & Founder, TechSpark
Demographics:	<ul style="list-style-type: none">• 25 years old• Married• Father of a child• Has a B.Sc in Applied Technology
Goals and tasks:	<p>He is intelligent, focused and goal-oriented. Spends his work time:</p> <ul style="list-style-type: none">• Consulting to businesses and software developers,

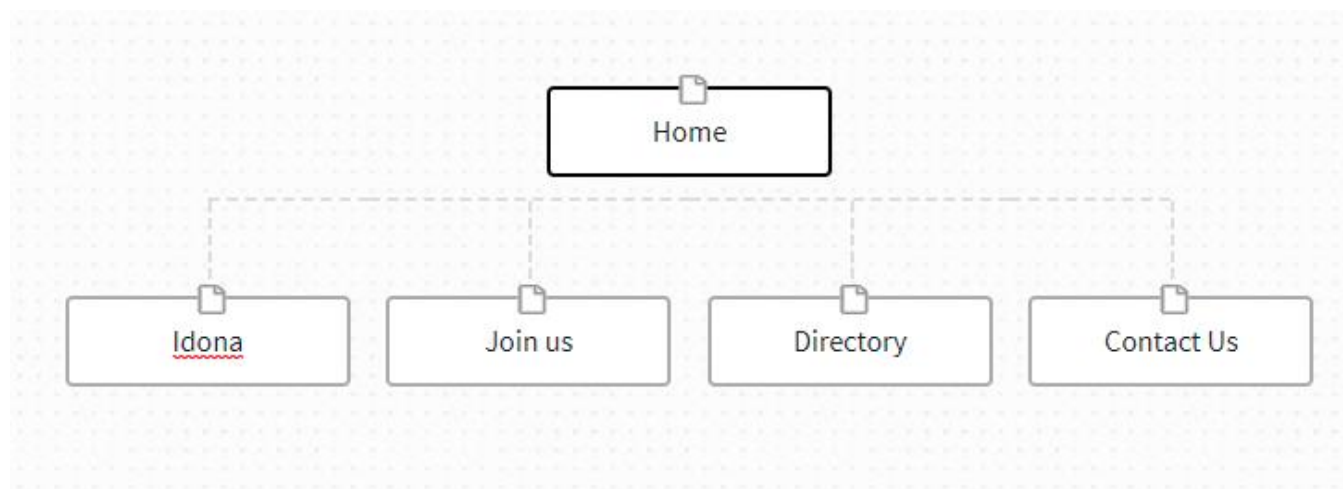
IDONA CHAMBER OF COMMERCE

Website Planning Document

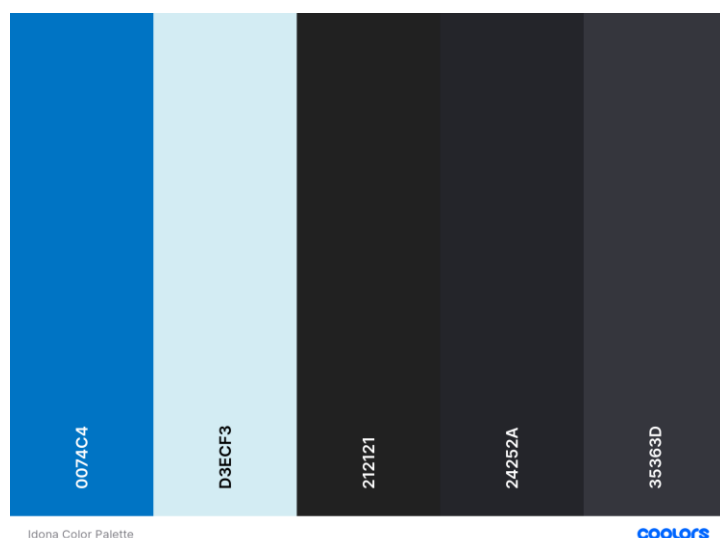
Environment:	<ul style="list-style-type: none">• preparing memos and briefs for agency heads,• supervising software related projects
	He is comfortable using a computer and refers to himself as an advance Internet user. He uses email extensively and uses the web about 12 hours during his work day.

Photo:	
Name	Daniel Washington
Job title	Angel Investor
Demographics:	<ul style="list-style-type: none">• 53 years old• Married• Father of four children• Grandfather of one child• Has a Ph.D in Meteorology
Goals and tasks:	He is intelligent, focused and goal-oriented. Spends his work time: <ul style="list-style-type: none">• Consulting to startups and investors,• Supervising business related projects
Environment:	He is comfortable using a computer and refers to himself as an intermediate Internet user. He uses email extensively and uses the web about 2.5 hours during his work day.

Site Map



Color Scheme



Primary - #0074C4

Secondary - #D3ECF3

Accent 1 - #212121

Accent 2 - #24252A

Accent 3 - #35363D

Typography

Heading Font – Montserrat

Paragraph Font – Inter

Normal paragraph example

Lorem ipsum dolor sit amet consectetur adipisicing elit. Non aliquid, placeat recusandae consequatur autem, quasi ipsa velit, mollitia qui labore excepturi incidunt? Modi, incidunt exercitationem perspiciatis labore natus harum maxime minus quo omnis nostrum, quis animi, doloremque vel totam dolorem!

Wireframes

