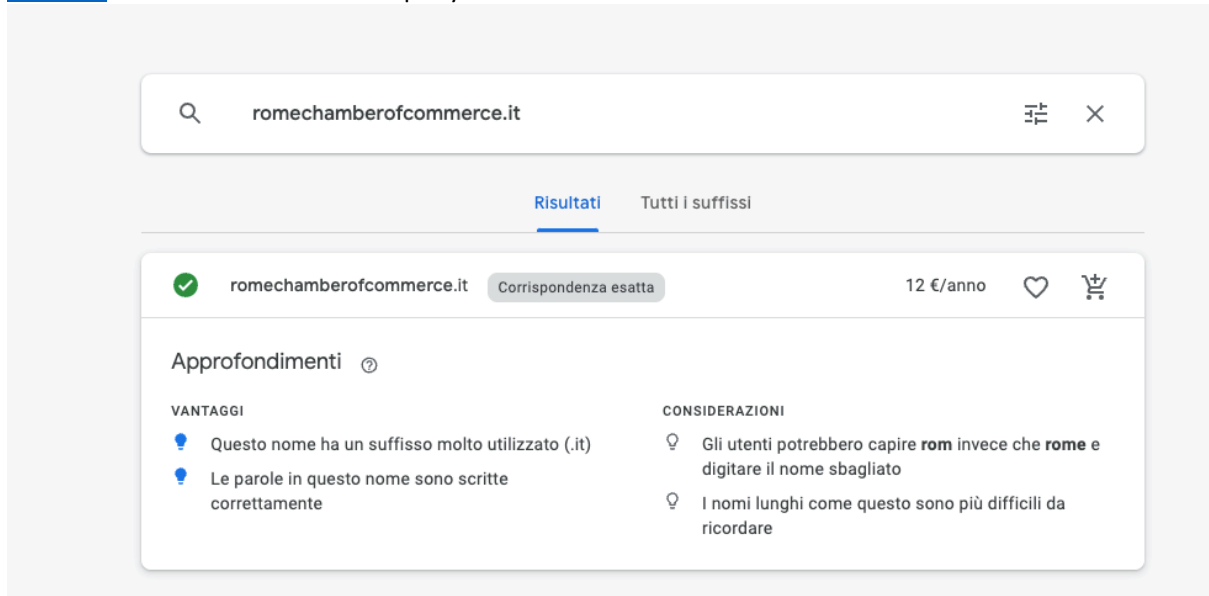


Chamber of Commerce Website

Site Plan

Site Purpose

The name of the website will be “romechamberofcommerce.it”. The domain has been checked at [Google Domains](#) and it is available for €12 per year.



The purpose of the website is to show the initiatives from the chamber of commerce, the benefits of becoming members of the chamber, the promotion of specific businesses on a weekly basis, and the monthly events. In addition, the chamber of commerce website will be a place for clients to receive information on the area, the businesses available, and business opportunity for new ventures.

The secondary purpose of the website is to have a directory list of all the businesses available in the area that people can consult.

Logo

The proposed logo for the website:



Target Audience

The target audience for the website is described below:

- **Who:** Business owners interested in opening a branch of their business in the area. Entrepreneurs looking for support to start their first enterprise. General population interested to see which businesses are available in the area.
- **Age:** 20-100
- **Education:** Clients on the website will come from a variety of backgrounds. Most of them would have at least a high school degree and most of them a bachelor-level education. They will be literate in the language of business and entrepreneurship.
- **Income:** Income will range from \$25,000 to \$150,000 for the median visitor. There may be wealthier people to come to find partnerships' opportunities.
- **Motivation:** The main motivation to visit the website is to have a central repository of information regarding business operations in the area. Further, due to the rigorous process to get accepted into the chamber of commerce, clients will trust that these businesses are honest, trustworthy, and qualified for partnerships, vendor relations, or just buy products.
- **Family Status:** Visitors may come from different family situations, such as single, married, with children, without children, etc. The man or the woman will most likely access the website, not the children.
- **Technology:** The ideas visitor will have a basic understanding of technology. It is important not to make the user experience too complicated and to have all the main things handy for them.

Personas

Personas represent the ideal client visiting the website. They are fictitious people created for the sole purpose to clearly identify who is the ideal recipient of all the services provided.

PERSONA 1

Julian Galloway



- **Occupation:** Business Owner
- **Demographic and Education:** He is 50 years old. He has an MBA from Stanford Business School. He has started several businesses and now he manages a tour operator agency. He is looking to open a local office in Rome as it is one of the most popular destinations for his clients.
- **Goals and Motivations:** He has an interest in finding vendors to fulfill several parts of the tour package: tour guide, bus company, hotels, etc.
- **Social Status:** He is respected in his community has a highly successful person. He spends some of his time volunteering at the local church to help people start their own business.

- **Technology:** Basic knowledge of technology mostly related to document processors and spreadsheets.
- **Quote:** “I love travel and are eager to explore our options to open an office in Rome. I look forward to connect with the local Chamber of Commerce to find the best partners to craft amazing vacations for our clients.”

PERSONA 2

Olivia Stinger



- **Occupation:** Entrepreneurs
- **Demographic and Education:** 30 years old. She has a BS in Business and Marketing.
- **Goals and Motivations:** After working for a tech company as marketing manager, she has now found her true passion in painting and art. She wants to open an art shop in Rome and wants to find information on how to join the Chamber of Commerce to get support.
- **Social Status:** She is a single, independent woman who loves to travel, art, and visiting with friends. She is well-respected in her community as someone that is always willing to help.
- **Technology:** Basic knowledge on technology, computers, and digital devices. As a marketing manager, she used different software and tools to create graphics for her campaigns.
- **Quote:** “Art is my true love. What better artistic city than the eternal city, Rome? I have always dreamed to live in Italy and dine at the sunset in front of the Trevi Fountain.”

Scenarios

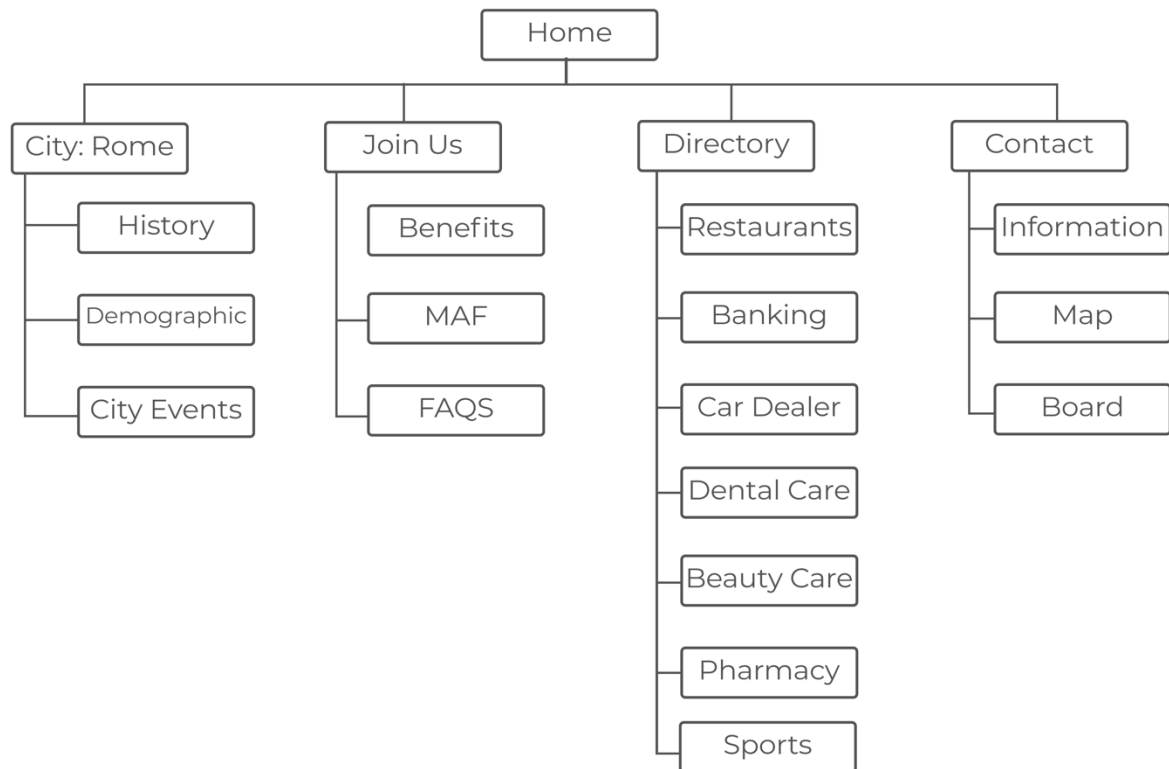
The scenario explains the visitor’s purpose in using the website and the possible content that it may answer his/her questions:

- How can I join the Chamber of Commerce?
- Which businesses are associated with the Chamber of Commerce?
- I need to find a good dental care in Rome. Where can I find the “Dental Care” section of the website?
- Which are the events organized by the Chamber of Commerce?

- I have some questions before joining the Chamber of Commerce. Who can I get in touch with for the answers?

Site Map

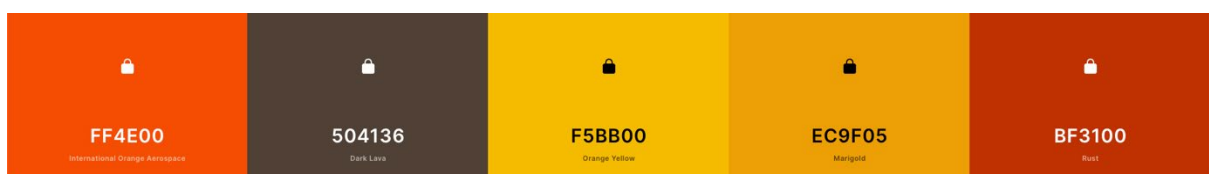
The site map describes visually the structure of the website.



Color Scheme

The color scheme describes the colors used for the website from the brand. It includes color for headers, footer, navigations, links, etc. Here are the specifications:

- Primary Color: #BF3100
- Secondary Color: #EC9F05
- Accent Color: #FF4E00
- Accent 2 Color: #504136
- Basic White Color: #000000
- Basic Black Color: #ffffff



Typography

The typography for the website will follow these guidelines:

- Site Header
 - Font: Oswald
 - Size: 60px
 - Weight: Regular 400
- Header 2
 - Font: Oswald
 - Size: 40px
 - Weight: Regular 400
- Header 3
 - Font: Oswald
 - Size:
 - Weight: Regular 400
- Header 4
 - Font: Oswald
 - Size:
 - Weight: Regular 400
- Paragraph
 - Font: Work Sans
 - Size: 12px
 - Weight: Light 300
- Footer
 - Font: Work Sans
 - Size: 20px
 - Weight: Regular 400
- Navigation
 - Font: Work Sans
 - Size: 20px
 - Weight: Regular 400

Wireframe Sketches

The wireframes for the website's homepage for the desktop, tablet, and mobile view:

ROME CHAMBER OF COMMERCE

Join Today



The City of Rome

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem.

Learn More

Business of the Week

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Learn More



Directory

Business Area 1

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Learn more

Business Area 2

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Learn more

Business Area 3

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Learn more

Business Area 4

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Learn more

Ready to join us?

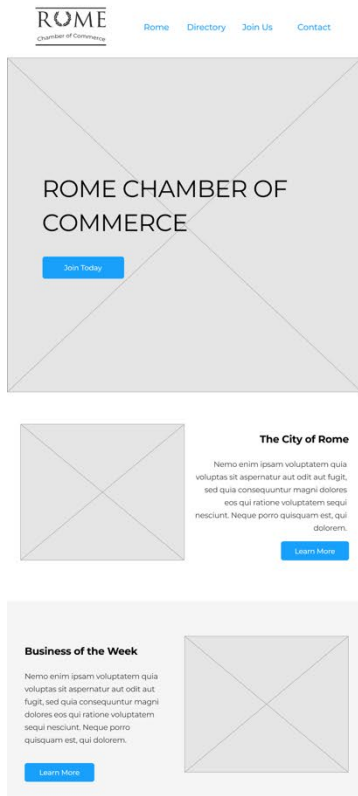
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

Contact Request Form

First name Last name

Email address

Request Contact



Directory

Business Area 1

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[Learn more](#)

Business Area 2

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[Learn more](#)

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[Learn more](#)

Business Area 4

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[Learn more](#)

Ready to join us?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

Contact Request Form

First name

Last name

Email address

Request Contact



Rome

History
Business
opportunities

Community

Join the
community

Company

Contact us
Attribution



Ready to join us?

Lorem ipsum dolor sit
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adipiscing

Contact Request Form

First name

Last name

Email address

Request Contact



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opportunities

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