* Who will visit your site? Potential employers? New clients or customers?
  1. Potential participants in the events I will be running, funders, entrepreneur enthusiasts
* What can make you and/or your product stand out against your competitors?
  1. Make the information accessible in an organized fashion
* How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?
  1. I would try to speak passionately, a bit upbeat. It would probably translate into big letters and short sentences, nothing very lengthy. Kind of like bursts of energy.
* What colors represent you or your product?
  1. Blue, Yellow, Red, warm colors

What images illustrate your message?

Arrows, hand holding, buildings, hammer and nails?, links in a chain, bridge, buildings

Create a sitemap in outline format of your website in the same document. Use the following questions as a guide:

* What are the three-to-five pages titled?
  + About Us
  + Blog
  + Join in
  + Upcoming Events
  + Be Apart
* What will be the purpose for each?
* What should each page contain? Will there be textual content? Or just images?
* \*Helpful Hints:
* You can use your sketches from Unit 2 or build upon the restaurant site in Unit 3 for inspiration, so that you don’t feel like you’re recreating the wheel!
* Use [this document](https://docs.google.com/document/d/1OfIuvDPY0mN24j-xC5j4KZ7dsPzMqkCIhIvjdMQnDnY/edit?usp=sharing) as a reference for setting up your content.