

Site Plan

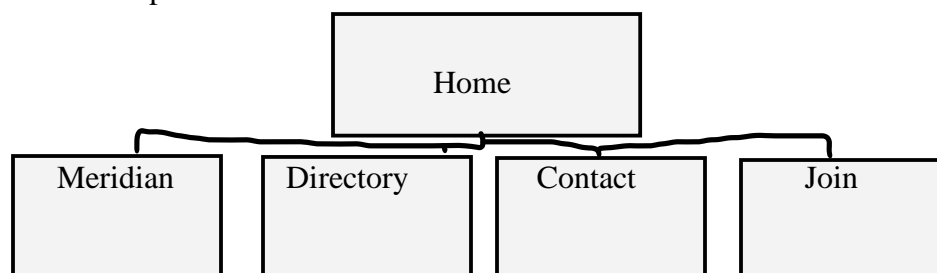
Site Purpose

- The purpose of this site is to bring awareness to local businesses in the Meridian Idaho area. The goal is to be able to help businesses connect with one another and collaborate with each other to achieve mutual benefaction. Hopefully this site will increase a sense of community and togetherness in our community.

Target Audience

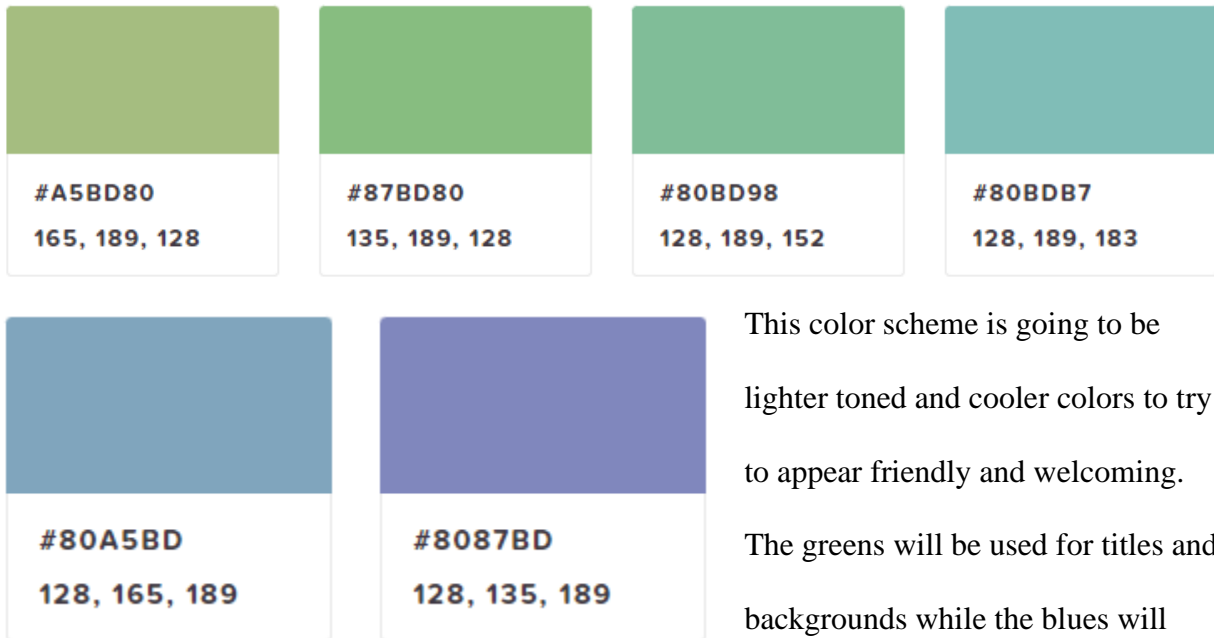
- The main target audience will be those who are looking to open a new business or new business owners. This site will be a great place for them to connect with other local businesses and help them get on their feet and learn how they can benefit from existing businesses in their community.
- Persona: Mike just decided to start a local skate shop. He decides to go to the chamber of commerce website to connect with other local businesses and find out if there is anyone near by who sells cool stickers or does graphic design to help him with his skate shop. While looking he also runs across one of his favorite local food trucks. They decide to come up with a partnership where the taco truck will give out a free taco to anyone who has a skateboard from Mike's skate shop. And he was able to find someone who sells custom stickers. Thanks to the chamber of commerce website Mike will have a much easier time starting up his business.

Site Map



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Color Scheme



This color scheme is going to be lighter toned and cooler colors to try to appear friendly and welcoming. The greens will be used for titles and backgrounds while the blues will

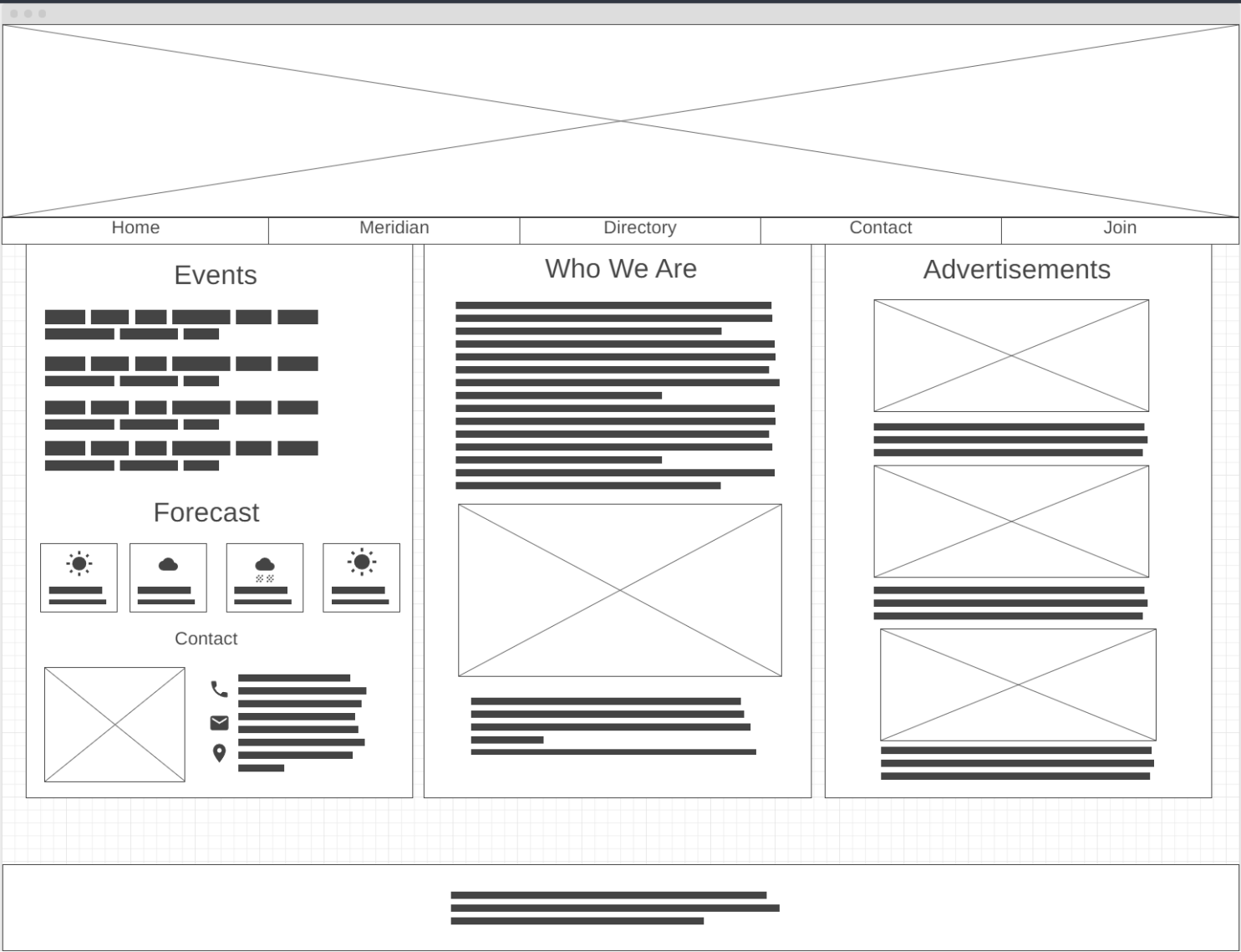
highlight.

Typography

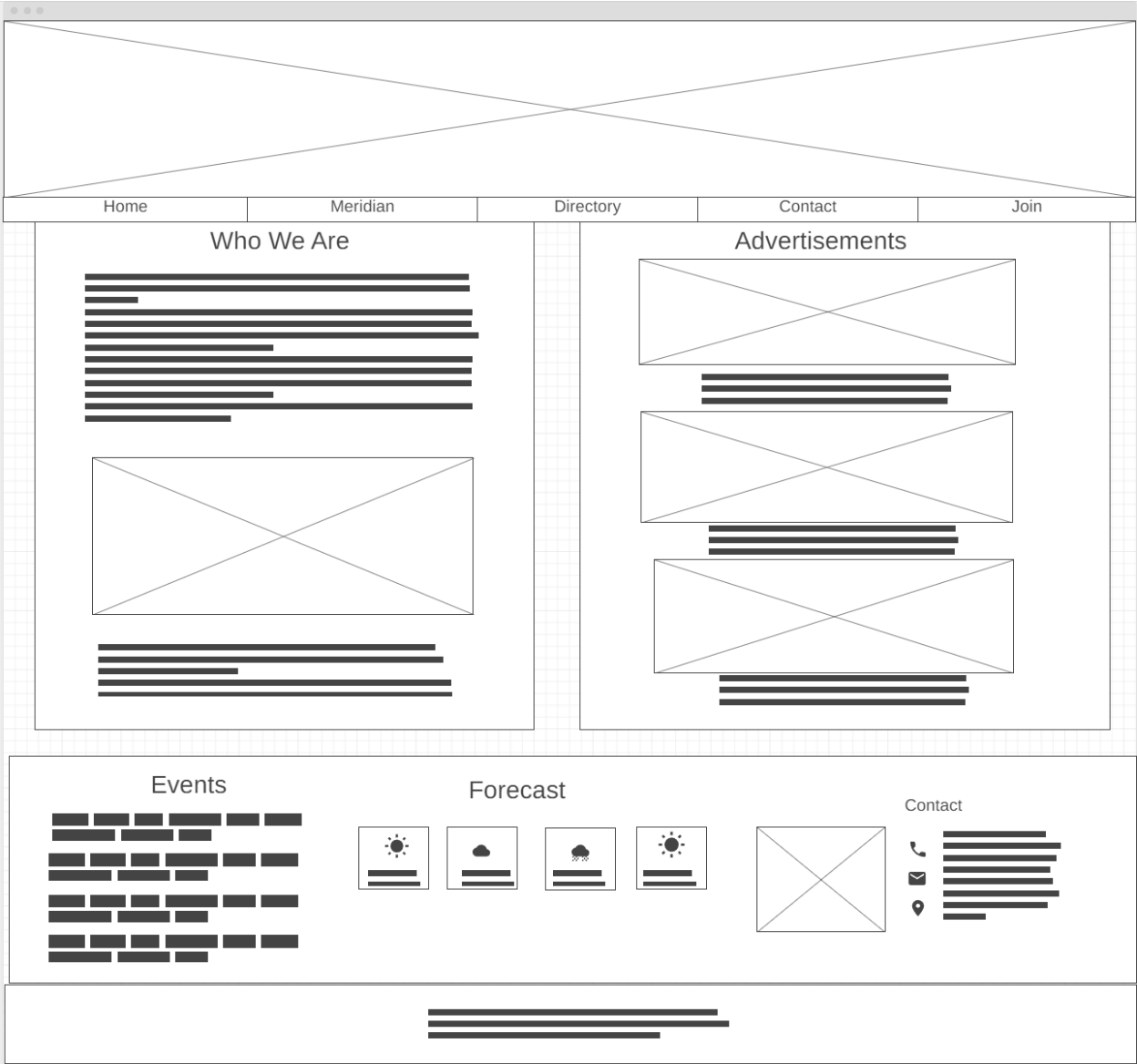
| | | |
|-------------------------------------|-----------------|--|
| For main Titles or h1 | <i>Pacifico</i> | |
| Other headings | Rubik | |
| Any sort of nav or directional font | Rubik | |
| Main body text | Rubik | |

Wireframe

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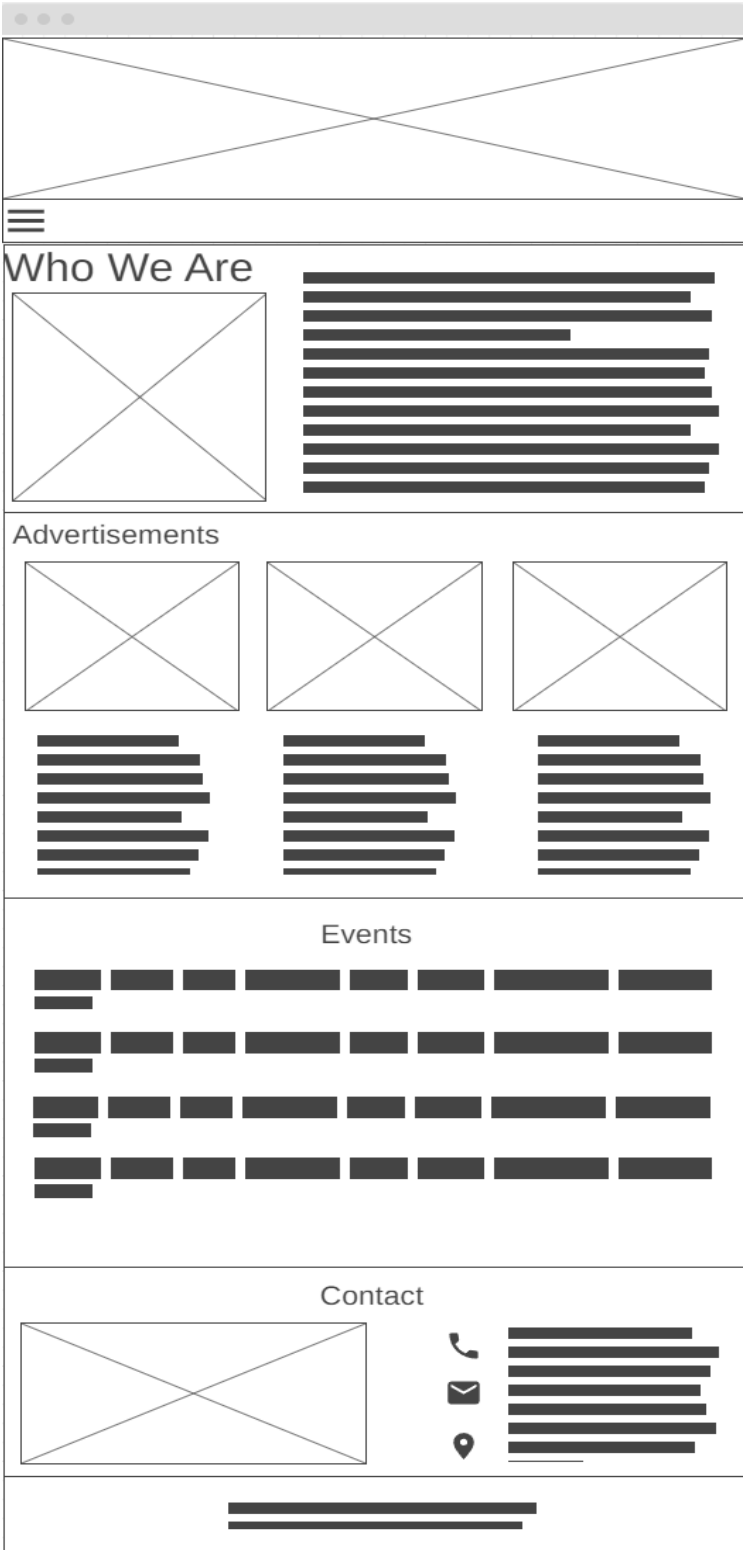


Site Plan



Medium View

Site Plan



Small View