

Site Purpose:

Promote the business interests of the Bolivar Missouri Chamber of Commerce members and promote the Bolivar area to attract additional businesses and people. Support local businesses through education, networking, promotion, and publicity. Act as an welcome center, tourism information center, and local information center or current, new, and potential businesses and residents, as well as visitors.

Target Audience:

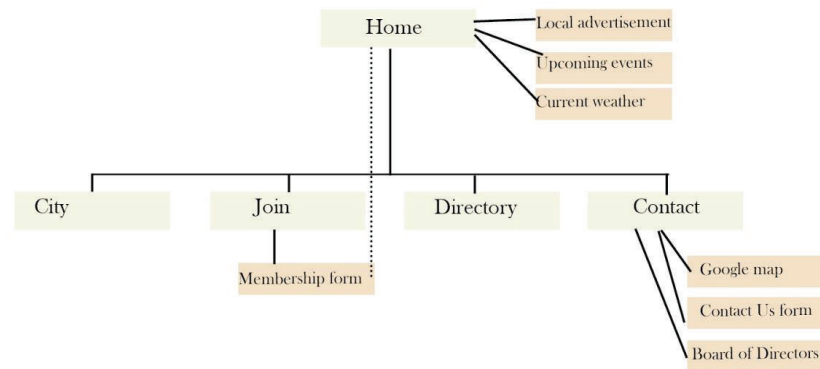
Persona 1 - Local business owner who desires local networking contacts and increased local publizing exposure.

Persona 2 - Business owner looking for new local area with business opportunity, a community with a slower pace but close regional access to larger metropolitan availability.

Persona 3 - Family looking for a community with great schools, exceptional healthcare, job opportunities, reasonable housing costs, and an out in the country atmosphere.

Persona 4 - Retired individuals seeking an affordable location alternative to start the hobby farm they have long hoped for.

Site Map:



Home page

Images of community

local company advertisement section

a call to action to join the chamber leading to a membership application,

[Membership application](#)

a description of the purpose of the chamber and its goals,

contact information,

social media links

upcoming events area,

current weather information

the current temperature,

current condition description, and

humidity

weather alerts

display and label a three day forecast of the "day" temperature using the current date

City page

historical and current demographic information

current imagery and

include current city events.

Promote your city through any other creative method

Join page

information about the benefit of joining the chamber

membership application form

first name - required

last name - required

title

email - required

cell phone

business name - required

business address

business website

business description

membership level selection that displays the annual fees (only one option is allowed)

There are four options: Non-profit (\$100), Bronze (\$200), Silver (\$400), Gold (\$1000)

The different levels have different perks which you can explain on the page in a key. Things like directory listings, business training, social media posts, luncheon tickets, sponsorships with levels of advertising, etc.

Directory page

list of local business organizations that are actual, local businesses in your area

Contact page

essential contact information

regular contact information

[an embedded Google map](#) of the city

a basic Contact Us form asking for name, phone, and email with, of course, a comment.

a list of the board of directors

Color Scheme:

Colors consistent with the Simon Bolivar painting



Typography:

Site Header	Baskerville	40px	#0B3559	Sample
Primary Navigation	Baskerville	30px	#426D77	Sample
Footer Navigation	Baskerville	20px	#8c8672	Sample
Heading 1 (h1)	Baskerville	30px	#0B3559	Sample
Heading 2 (h2)	Baskerville	25px	#0B3559	Sample
Heading 3 (h3)	Baskerville	20px	#0B3559	Sample
Paragraph Text (p)	Arial	16px	#000000	Sample

Card Headings 4 (h4)	Calibre	25px	#8C5F27	Sample
Card Headings 5 (h5)	Calibre	20px	#E7B65D	Sample
Card Text (p)	Cambria	16px	#8C5F27	Sample

Baskerville for headlines

H1 Top level headlines

H2 Section headings

H3 Titles within sections

H4 TBD

H5 TBD

H6 TBD

Font-family: Baskerville, Baskerville Old Face, Garamond,

Times New Roman, serif

Arial for paragraphs

This is a paragraph

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Font-family: Arial, Helvetica Neue, Helvetica, sans-serif

Calibre for heading on cards

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Font-family: Calibri, Candara, Segoe, Segoe UI, Optima, Arial, sans-serif

Cambria for card content text

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Font-family: Cambria, Georgia, serif

Wireframe Sketches:

Smartphone Screen Size 360X640 through 600X961

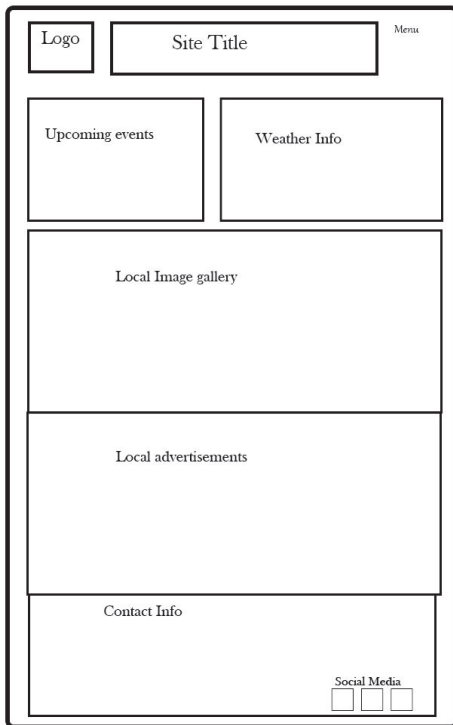
Tablet Screen Size 601X962 through 1280X800

Desktop Screen Size 1281X801 through 1920X1080

Small Wireframe



Medium Wireframe



Large Wireframe

