

SITE PLANNING DOCUMENT

“QCCC.com”

Website of the Quezon City
Chamber of Commerce

Site Name:

The Quezon City Chamber of Commerce

Site Purpose:

The purpose of the site is to create awareness about the Quezon City Chamber of Commerce; promote the it's aims, projects, and advocacies; and provide visitors with its contact information.

Proposed Domain Names

- First choice: **qccc.com**
- Alternative #1: **qcchamberofcommerce.com**
- Alternative #2: **qccc.ph**

All proposed domains are available as of December 4, 2021.

Logo:

Target Audience:

The target audience are people who are financially invested in Quezon City: business owners, employees, both resident and non-resident.

PERSONAS

Juan



Juan is a small business owner from the Second District. He is forty-three years old. He manages a business with twenty-five employees. He likes to keep abreast of events that affect him and his business.

Jose



Jose is twenty-seven years old. He lives and works in Quezon City. He commutes to work every day. He has a wife and three young children.

Pedro



Pedro is a lives and works in a town adjacent to Quezon City. He owns a business that employs twenty people. He is fifty-two years old, married and has five children and thirteen grandchildren.

SCENARIOS

- Juan learns that the government is planning to implement pandemic-related restrictions, with certain businesses not being allowed to operate. He wants to know whether his business is affected.
- Jose is unhappy in the field he is working in, and wants to explore other industries. He wants to know what if any other large employers in Quezon City are hiring, and what fields they are expanding in.
- Juan just finished renewing his business permits for the year, and he is exhausted from all the red tape he had to wade through. He wants to know whether the Chamber of Commerce is doing anything to lobby towards eliminating red tape.
- Jose is thinking of leaving employment and starting his own business. He wants to know how to become a member of the Quezon City Chamber of Commerce.
- Pedro is a business owner in a neighboring city. He is thinking of expanding his operations with a Quezon City branch. He wants to make partnerships that can help him in his expansion.

TYPOGRAPHY

FORUM (heading)

I chose Forum as a font for the top headers because it exudes an air of respectability and gravitas that seems to fit the organization that the website will represent. This font will be used for the site name and some headlines. I will use this font with all-uppercase characters only.

Merriweather Sans 500 (heading)

I chose Merriweather Sans 500 as a secondary heading font, with less emphasis on style and more on readability. The font will be used for longer headlines like section headers and navigation.

Merriweather Serif (paragraph)

I chose Merriweather as a primary paragraph font because it is clean and very readable, and has a good contrast with the heading fonts.

Color Scheme

272932

Raisin Black

4D7EA8

Steel Blue

828489

Gray Web

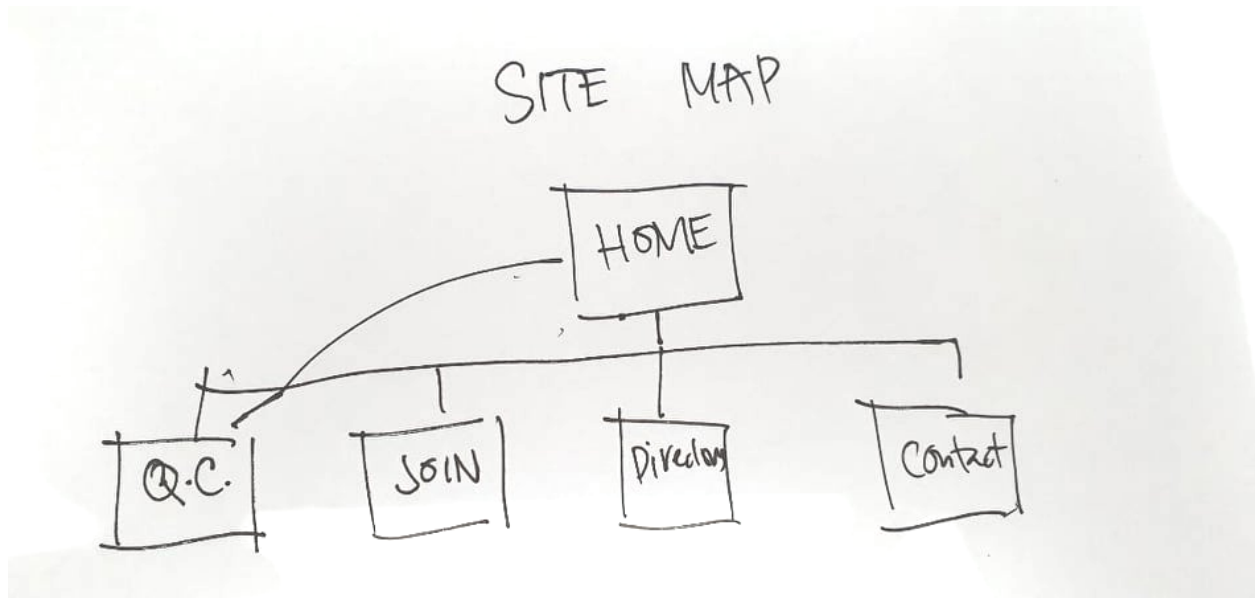
B3001B

Firebrick

B6C2D9

Light Steel Blue

SITE MAP:



LARGE



MEDIUM



SMALL

