

Buenos Aires - Final Project

Designed by Santiago Pintus

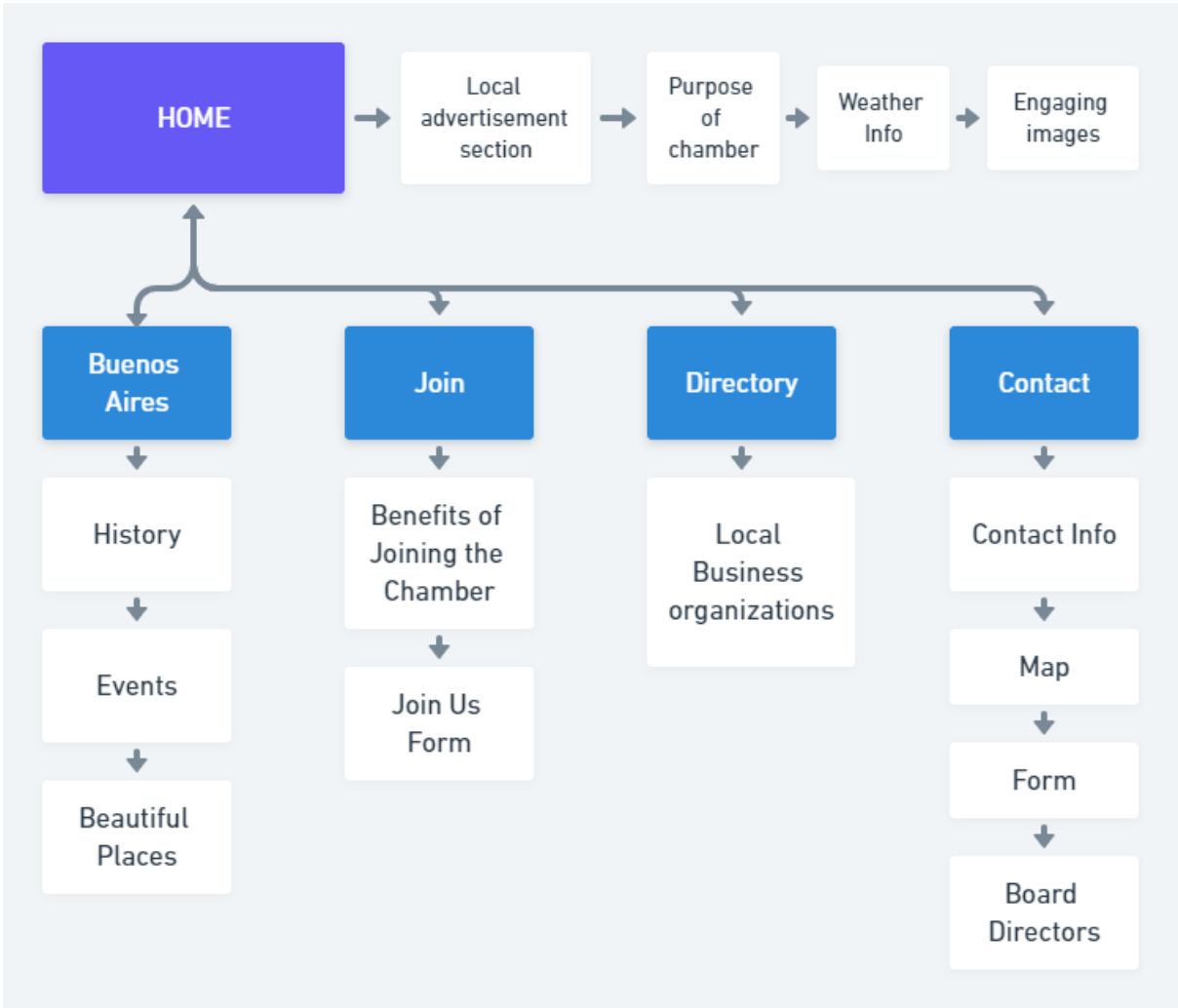
Site Purpose:

The purpose of the website is to help visitors to know more about the municipality of Buenos Aires. The website will be focused on engaging the audience in order to bring them to visit Buenos Aires. A Join page will be provided, also, to help visitors to be aware of the advantages and privileges of being part of our chamber. The visitors will also be able to read and engage with the service of the main members of the chamber of commerce. Thus, the site will encourage readers to consume the services provided and/or be part of the chamber and offer their services as well. When the audience consumes services, they are also creating employment in our municipality.

Target Audience:

The target audience for the site is mostly independent people. These people are interested in consuming services inside the municipality. An ideal visitor will have a job that allows them to spend their money on any service they'd need. Our target audience is also a person that enjoys traveling and tourism. They enjoy finding new foods, cultures, amazing landscapes and spending time with their families there. But, besides tourists, our target audience is also the native people. We expect that local people can also visit the site and be aware of local businesses, where to find products they need, and with whom to talk to become part of our partners.

Site map:



Color Scheme:

Primary	#68BAEF	Example
Secondary	#FFB703	Example
Accent 1	#023047	Example
Accent 2	#FB8500	Example
Dark	#020E12	Example

Typography:

Font name	Where	Font Size	Example
Urbanist	H1	36px	Example
Urbanist	H2	30px	Example
Urbanist	H3	24px	Example
Urbanist	Paragraph desktop	18px	Example
Urbanist	Paragraph mobile	16px	Example

Wireframes: (Next pages)