

SITE PLAN FOR CHAMBER OF COMMERCE SITE

SITE NAME

The name of the website is “Kpone Chamber of Commerce”.

SITE PURPOSE

The purpose of this site is to provide a platform for businesses in the Kpone Katamanso district of Ghana to network with one another to promote the development and success of involved businesses, and ultimately, to foster the development of the district

TARGET AUDIENCE

A description for the target audience for this site is as follows:

- **Who:** Business owners, investors, tourists, government workers
- **Age:** 20 – 100years
- **Technology:** Laptops and Desktops, Moderate internet connection speed, Mobile phones
- **Income:** Audience is comprised of users with varying incomes, ranging from minimum wage earners to business owners.
- **Motivation:** People will visit this site to get information about businesses in the district, and to explore businesses and investment opportunities in the area.

PERSONAS



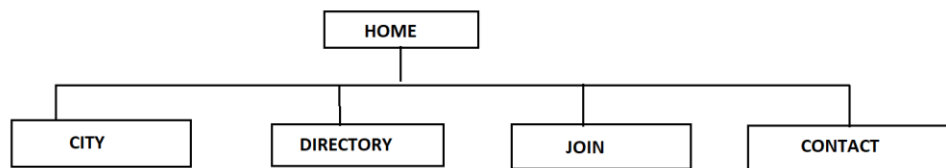
- **Name:** Alice M. Nortey
- **Occupation:** Entrepreneur (Provision store owner)
- **Demographics & Education:** 30 years old. Completed Senior High School. Has worked as a trader for many years and now owns her own provision store.
- **Purpose for site visit:** Looking for opportunities to expand her business.
- **Technology:** Is accustomed to using her mobile phone for most of her browsing activities.
- **Quote:** “I can work as long as I can think.”



- **Name:** John Greene
- **Occupation:** Marketer
- **Demographics & Education:** 45 years old. Has a Master’s degree in marketing.
- **Purpose for site visit:** Looking for opportunities for his company to partner with local businesses.
- **Technology:** Is very tech-savvy. Prefers to patronize ISPs with the fastest internet speeds, no matter the cost.
- **Quote:** “Experience is indeed, the best teacher.”





SITE MAP

Below is an image describing how various pages on the site are linked:



COLOR SCHEME

The colors to be used in the site are :

- Isabelline(#F2EFEA) 
- Outrageous Orange(#FC7753) 
- Zomp(#2CA58D) 
- Straw(#DBD56E) 

This is link to a color palette of the selected colors from coolors.co:

<https://coolors.co/f2efea-fc7753-2ca58d-dbd56e>

Typography

The following table describes the font, font size, line height, and styles to be used in this site.

OBJECT	FONT	SIZE	COLOR
Default Paragraph Text(p)	Josefin Sans	default	#000000

Heading text (h1, h2)	Gluten	default	Outrageous Orange (#FC7753)
Navigation Anchor Selected	Josefin Sans	1.5em	Outrageous Orange (#FC7753)
Navigation Anchor Unselected	Josefin Sans	1.5em	Zomp(#2CA58D)

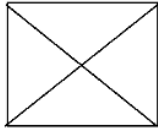
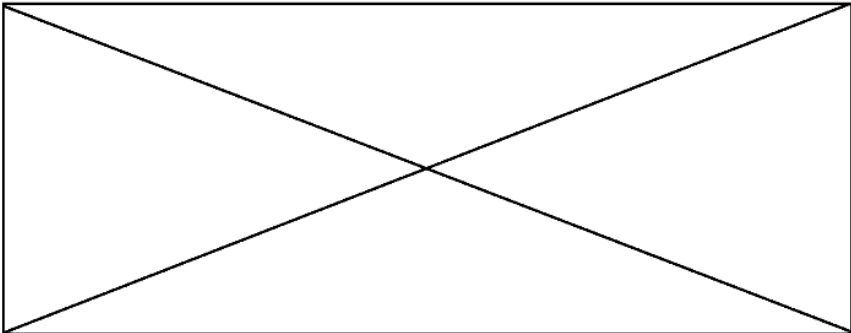
Navigation

Navigation will be near the top of the page with the following color scheme

- Unselected link will be Zomp(#2CA58D) in straw(#D8D56E) background
- Link being hovered on will have a reverse color scheme as unselected link
- Selected link will have denim Outrageous Orange(#FC7753)

WIREFRAMES

LARGE AND MEDIUM VIEWS

	<input type="text"/> <input type="text"/>			
HOME	CITY	DIRECTORY	JOIN	CONTACT
				
<div><p>PURPOSE STATEMENT</p><p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Expedita laudantium provident reiciendis sit facere libero repellat veritatis velit, explicabo molestias labore harum incidunt nostrum quis autem tempora, dolore quidem rem! Lorem ipsum dolor sit, amet consectetur adipiscing elit. Distinctio libero quaerat ducimus deleniti perspicatis nisi quidem reiciendis aut molestiae beatae quibusdam repellendus, perferendis ad, architecto reprehenderit voluptates illo harum. Accusantium! Lorem ipsum dolor, sit amet consectetur adipiscing elit. Architecto ad dolorem obcaecati quisquam inventore exercitationem accusamus laudantium nulla omnis minus veniam esse earum corporis, provident accusantium totam alias labore distinctio.</p></div>				
AUTHOR'S NAME ATTRIBUTIONS DATE				

SMALL VIEW

PURPOSE STATEMENT

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Expedita laudantium provident reiciendis sit facere libero repellat veritatis velit, explicabo molestias labore harum incidunt nostrum quis autem tempora, dolore quidem rem! Lorem ipsum dolor sit, amet consectetur adipisicing elit. Distinctio libero quaerat ducimus deleniti perspiciatis nisi quidem reiciendis aut molestiae beatae quibusdam repellendus, perferendis ad, architecto reprehenderit voluptates illo harum. Accusantium! Lorem ipsum dolor, sit amet consectetur adipisicing elit. Architecto ad dolorem obcaecati quisquam inventore exercitationem accusamus laudantium nulla omnis minus veniam esse earum corporis, provident accusantium totam alias labore distinctio. Lorem ipsum dolor sit amet, consectetur adipisicing elit. Expedita laudantium provident reiciendis sit facere libero repellat veritatis velit, explicabo molestias labore harum incidunt nostrum quis autem tempora, dolore quidem rem! Lorem ipsum dolor sit, amet consectetur adipisicing elit. Distinctio libero quaerat ducimus deleniti perspiciatis nisi quidem reiciendis aut molestiae beatae quibusdam repellendus, perferendis ad, architecto reprehenderit voluptates illo harum. Accusantium! Lorem ipsum dolor, sit amet consectetur adipisicing elit. Architecto ad dolorem obcaecati quisquam inventore exercitationem accusamus laudantium nulla omnis minus veniam esse earum corporis, provident accusantium totam alias labore distinctio.

AUTHOR'S NAME | ATTRIBUTIONS | DATE