WEB601

Milestone One

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# Site Goals - EBC

## What is the Mission/Purpose of Site?

* To get people involved in mountain biking
* To guide and teach new riders in a comfortable and relaxed environment
* Encourage new and inexperienced riders to gain confidence in riding trails

## Short- and Long-Term Goals

* Inform members of past and upcoming activities and their location/time
* Increase experience and confidence of new riders

## Intended Audience

* New riders
* Inexperienced riders
* People who don’t want to ride alone
* People looking for a good social experience
* Young female riders
* Young women looking to be mentored by experienced riders.

Site is more directed at female riders, but males are also welcome.

## Why will people use the site?

* Free
* Offers social group of riders
* Two experienced riders mentoring new and inexperienced riders
* Mostly females in group (great for girls that are shy around groups of boys)
* Good fun, no pressure environment

# Define User Experience

## Define Audience

* Young females generally aged 16-30
* New female riders
* Inexperienced riders looking to gain more confidence and experience

## Create User scenarios

|  |  |
| --- | --- |
| Name: | Jessy |
| Age: | 16 |
| Occupation: | High School Student |
| Location: | Nelson |
| About: | Jessy is a 16-year-old high school student who is wanting to get into mountain biking. She is very shy and quiet and is nervous about riding the local tracks alone as she doesn’t know which ones are for beginners and the large groups of boys make her edgy |
| Goals: | * Get fit * Get good at mountain biking * Meet new people * Make new friends |

|  |  |
| --- | --- |
| Name: | Jannet |
| Age: | 25 |
| Occupation: | Account Manager |
| Location: | Nelson |
| About: | Works an office job, wants a fun and exciting way to get fit.  Has heard of mountain biking and the facilities available around Nelson and wants to give it a try. Has purchased a second-hand bike but doesn’t know what trails to ride or where to start. |
| Goals: | * Get fit * Learn to ride in a ride environment * Meet new people |

|  |  |
| --- | --- |
| Name: | Kate |
| Age: | 28 |
| Occupation: | Student |
| Location: | Nelson |
| About: | Recently moved to Nelson to study. Would like to do some form of exercise that is social and fun. Wants to meet new people |
| Goals: | * Meet new people * Exercise * Get outdoors |

## Competitive Analysis

Nelson Mountain Bike Club:

* Website as well as Facebook page
* Subscriptions that come with permit for riding on certain trails - $45 per year
* List of sponsors
* New and events feed
* Logo
* Slogan : “Ride. Dig. Race”
* Colours : red, black, and white
* Login/register
* Trail maps
* Graded trails
* Hosted and sponsored events
* Search bar
* Email input for newsletter
* A very tidy and professional website.
* Good navigation – well labelled navigation bar
* Main page also has navigation tabs down the side as well as the navigation bar
* Provide a monthly newsletter to subscribers
* News and alerts on trail conditions

Marlborough Mountain Bike Club

* Very bland and boring
* No navigation bar
* Hamburger dropdown in top right corner, not very visible
* Main page has blurb about club and input for subscribing to mailing list
* Logo top left corner, very small
* List of sponsors
* Drop down navigation is slightly cramped and messy
* Black/white theme isn’t very original
* Poor quality photos
* If zoom out on page hamburger navigation becomes a navigation bar but page is then very small

# Site Contents

## Identify Content and Functional Requirements

* Needs to be well laid out and easily functional
* Inform members of upcoming and past activities
* Track hubs around Nelson
* Tracks and their grades
* Easy to navigate
* Member sign up
* Team leaders
* List of local bike shops
* Link to nmtbc

## Group and Label Content

Tracks:

* Grade
* Location
* Hub

Members:

* Sign up
* Log in
* Team Leaders

News / helpful links

* Past and future activities
* Local bike shops
* NMTBC link

# Site Structure

## Define Navigation

Navigation will all be local, with the exception of a link to the NMTBC website.

Navigation will mainly be done through the navigation bar at the top of each view. The main home page will have a link to the NMTBC website.

# Visual Design

## Design Sketches and Page Mock-ups

Default layout for all pages

Graphical user interface

Description automatically generated

EBC Logo

Logo, company name

Description automatically generated

# Journal link

<https://docs.google.com/document/d/1iC0agSUBIkuwOz2aB0QR9FWYvwKL_5T0x2csJGdvJpU/edit>