

## **Site Plan**

### **Site Purpose:**

Our purpose is to inform tourists visiting Cozumel of the best scooter rentals on the island, Scoots. Tourists need a cheap and flexible means of transportation which Scoots can supply at each of our two locations on the island. Users can learn of the various rentals available and even set up reservations through our website. We also provide possible sites to visit as well as some interesting facts about the island.

### **Target Audience:**

Our target audience are those interested in visiting Cozumel Island: individuals, couples, families, corporate outings, etc. Tourists are not our only audience however, we also cater to locals who need a temporary, cheap and easy means of travel around the island.

#### Persona 1:

**Name:** Julian Miller

**Occupation:** Construction Architect

**Age:** 28

**Marital Status:** Engaged

**Overview:** Has a degree in architecture and is engaged. He and his fiancée are planning a trip to the Caribbean for their honeymoon. They are both interested in tropical fish, the outdoors, and would like to learn how to snorkel.

#### Persona 2:

**Name:** Alice Banks

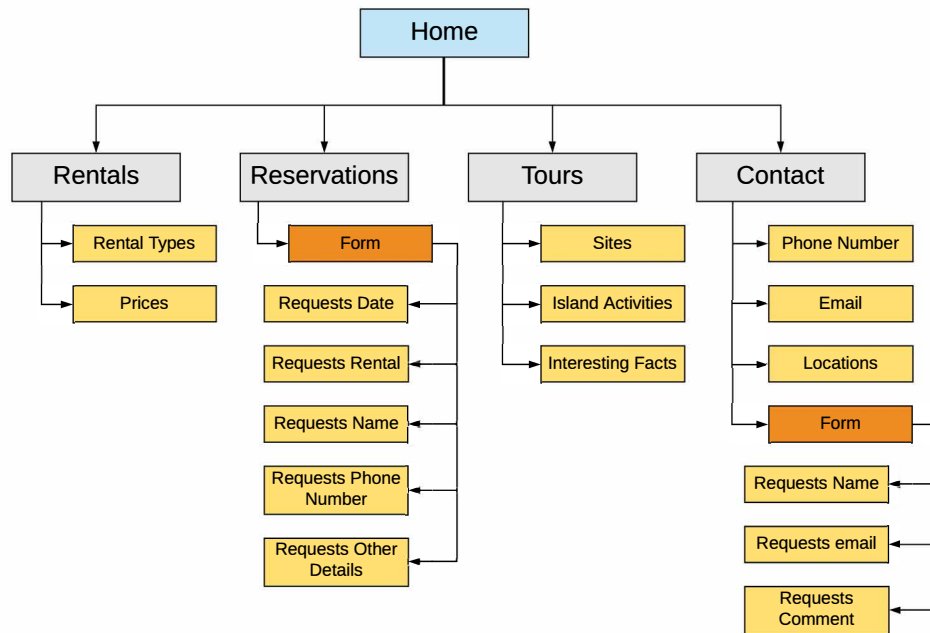
**Occupation:** Retired Nurse

**Age:** 74

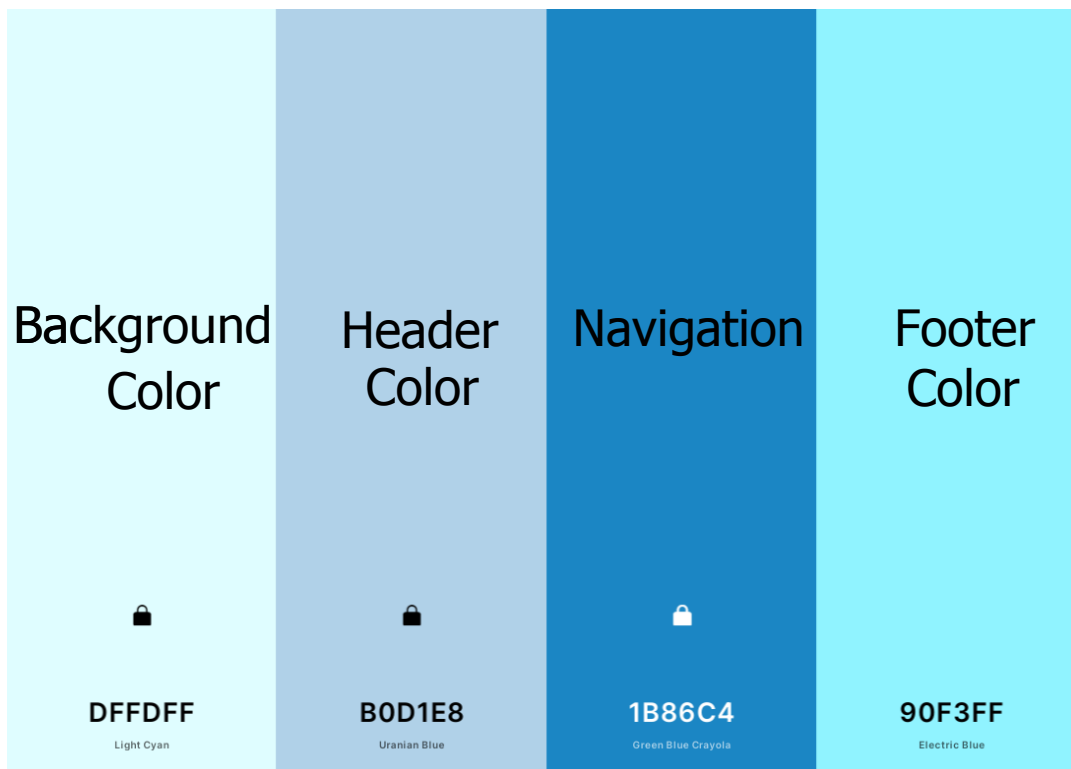
**Marital Status:** Married, has three adult children

**Overview:** Alice and her husband are taking a trip to the Caribbean to celebrate their 50th anniversary with their three children and their spouses. They are planning on visiting Cozumel Island during their visit and would like a group tour of the island.

## Site Map:



## Color Scheme:

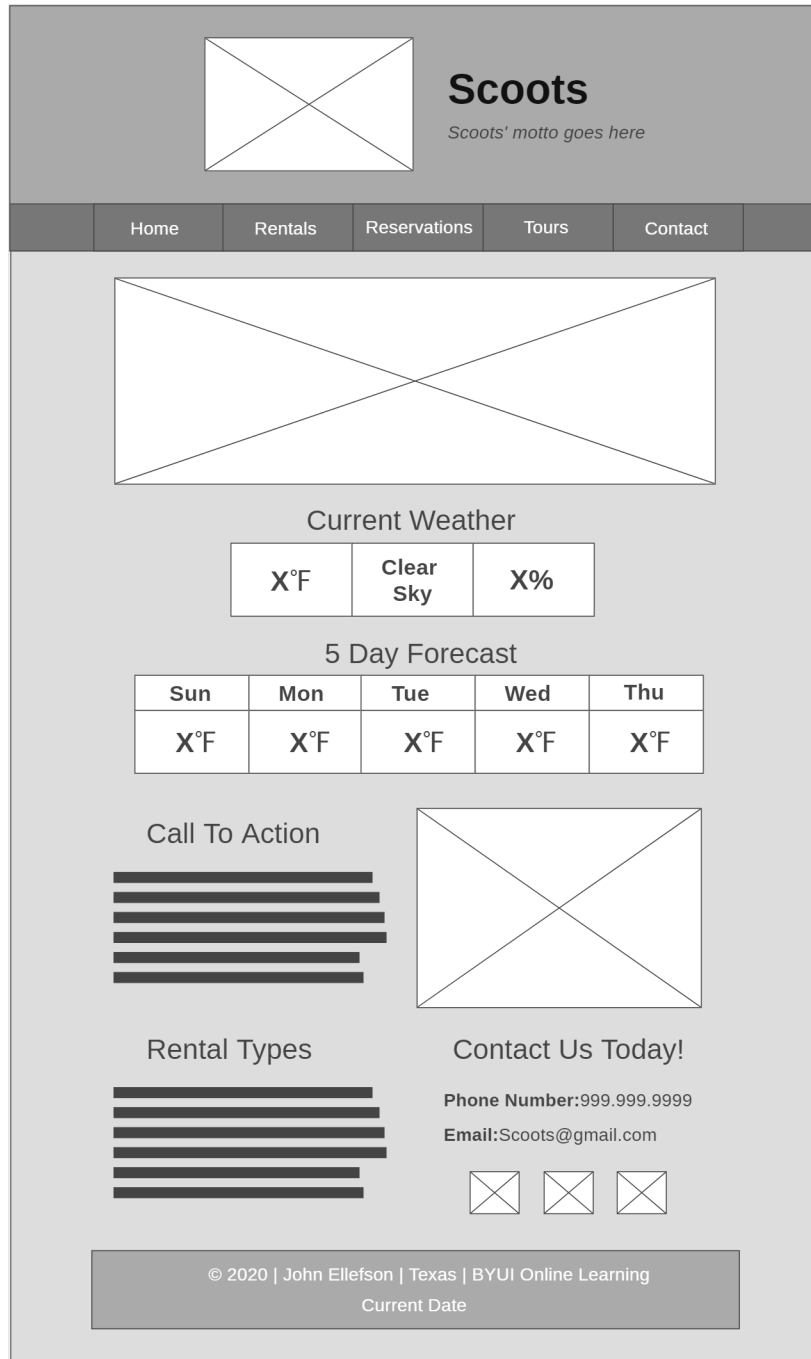


## Typography:

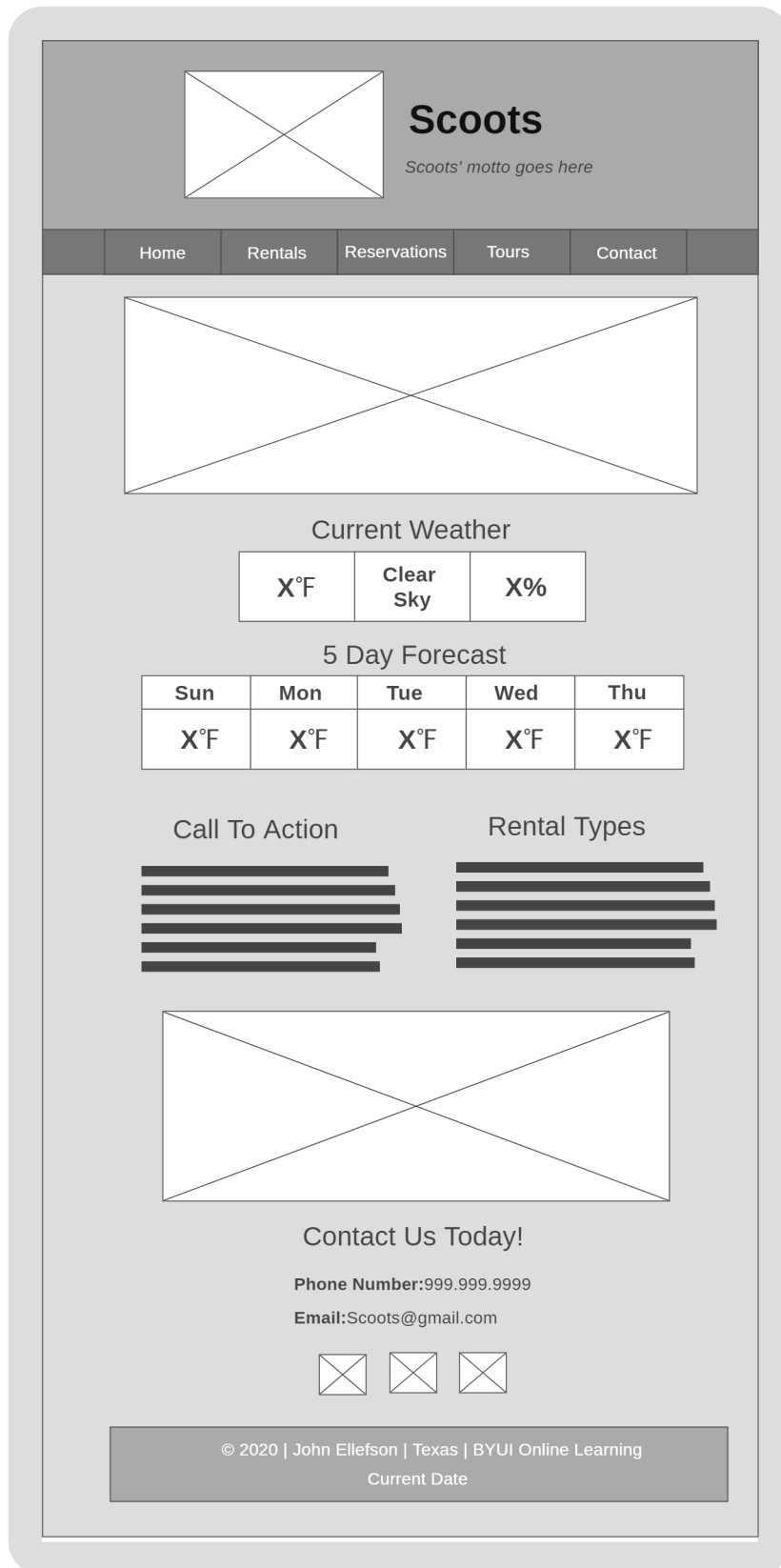
Site Header	Della Respira	45px	Font Color: #0D3082 Background: #B0D1E8	Sample
Navigation	Della Respira	30px	Font Color: #ffffff Background: #1B86C4	Sample
Footer	Sahitya	18px	Font Color: #000000 Background: #90F3FF	Sample
h1	Della Respira	35px	#0D3082	Sample
h2	Della Respira	30px	#0D3082	Sample
h3	Della Respira	25px	#0D3082	Sample
p	Sahitya	18px	#000000	Sample

## Wireframes:

### Large:



## Medium:



**Small:**

