

## Website Planning Document

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### The Mountain Spoke

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### Site Purpose

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This site will be utilized as a retail store promotion experience in Bozeman, Montana which specializes in bicycles, bicycle parts, repair services and tour options. It will provide sufficient information for the audience to understand and know what products, services, and layout the physical location will provide.

### Target Audience

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The audience will be the bicycle enthusiasts in the region and for those touring the area who are serious about the sport.

### Site Map

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The home page will provide an animated preview to the page and will also include a navigation bar, contact information, events, sales, services and the ability to register for the events. The services link will provide access to all services offered in a data table format. Links including pictures, details, videos, and other resources used will be located in the footer.

### Color Scheme

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The color will be a combination of 5 colors, please see the picture below. (see figure 1)

Website Layout include all pages except contact page which will have contact information for the store and then map. (See figures 2 – 6)

### Typography

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Title & Footer: font-family: 'Rubik', sans-serif;

Header: font-family: 'Bree Serif', serif;

Main Body: font-family: 'Questrial', sans-serif;

### Wire-Frame Sketches

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Figure 1

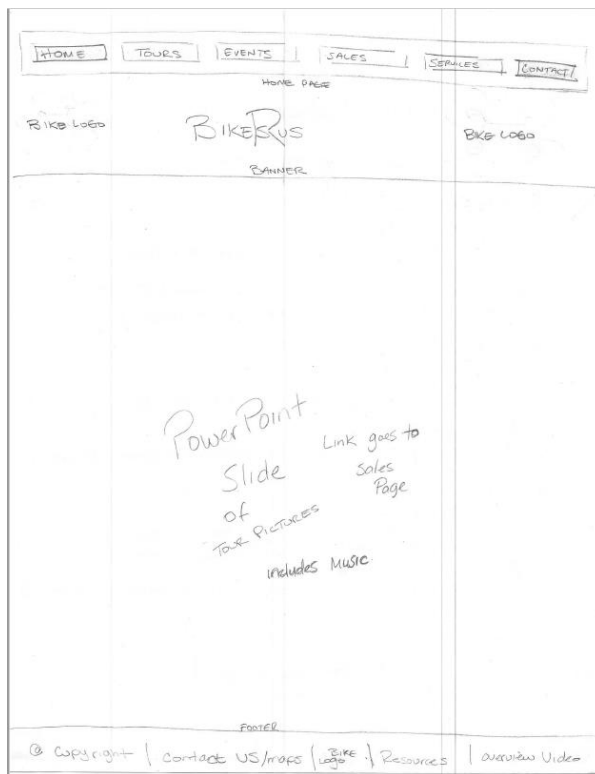


Figure 2

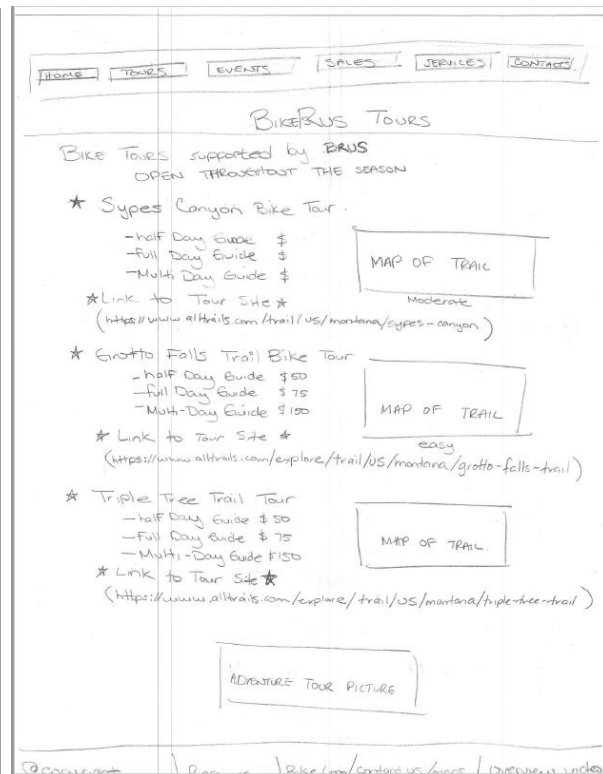


Figure 3

HOME TOURS EVENTS SALES SERVICES CONTACTS

## BikerRus EVENTS

CURRENT EVENT

### \* Cycle the Continental Divide \*

DATE

ROUTE

COST \$2200

Requirements

#### Registration Form

First Name

Last Name

Email

Phone

Date of Birth

Home state / Country

Special Accommodations / Comments

Copyright | Resources | Bike Logo | Contact US/Maps | Download Video

Figure 4

HOME TOURS EVENTS SALES SERVICES CONTACTS

## BikerRus SALES

SALES

### Gravity Bike Picture

2013 Gravity FSX 1.0

Colors

### Reynolds B52 Bike

Reynolds B52 Road Bike

Colors

### Dawes Lightning 1500

Dawes Lightning 1500

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Figure 5

HOME TOURS EVENTS SALES SERVICES CONTACTS

## BikerRus SERVICES

SERVICE LIST

SERVICES	PRICING

main body → Puerstria

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Figure 6