

# The Mountain Spoke

## Your Spokes People

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## Site Purpose

The owner-operated company caters to bicycle enthusiasts in the Bozeman, Montana region. In addition, the company also sponsors and organizes tours in the area to serious bicyclists from around the world. The goal is to provide a fresh new website experience for their clients and potential clients that reflects their culture of bicycle enthusiasm with products, repair service, parts, and tour trips. The names of each page will be individualized to that type of page, but will be reflective of the type of content for that page.

- The site must be **responsive** to small, medium, and larger, wide screen views.
- The design is consistent throughout the website providing ease of **navigation** and supports excellent user experiences. The owners want a design that reflects the regional area of Bozeman and enthusiasm for bicycling at all levels.
- The **home page** is a contemporary, exciting landing page providing images of mountain biking and related activities, including a call to action and readily available navigation and contact information.
- The **adventure tours page** describes the details for at least two bicycle adventures that the company supports daily with guides throughout the season. Include information about the length, skill level required, cost, and location of the tours.
- The **event page** should highlight the "Cycle the Continental Divide" annual event with information about the dates, route, costs, and basic requirements. Be sure to include a **registration** form on the page that collects information including the registrant's full name, email, phone, date of birth, home state or country, and special accommodations/ comments.
- Include one **sales page** displaying a minimum of three bicycle models of different makes and provide some basic specifications.
- A simple **service** page listing the repair services offered by the company using a data table format.
- The **contact page** will contain essential contact information including an [embedded Google map](#) showing the company address at 3950 Valley Commons Drive Bozeman, MT and a basic contact us form.

## Target Audience

The target audience of the page are current and potential new clients. It will be for those looking for cycling events that the client sponsors as well as a sales or service outlet and a discussion point for important topics within the cycling community. The client wishes that the site reflects the enthusiasm for cycling activities and wants to ensure that the design elements reflect that. This will ensure that traffic to the site from the desired audience knows that they are involved and believe in the ideals of the cycling environment.

# Branding

## Website Logo

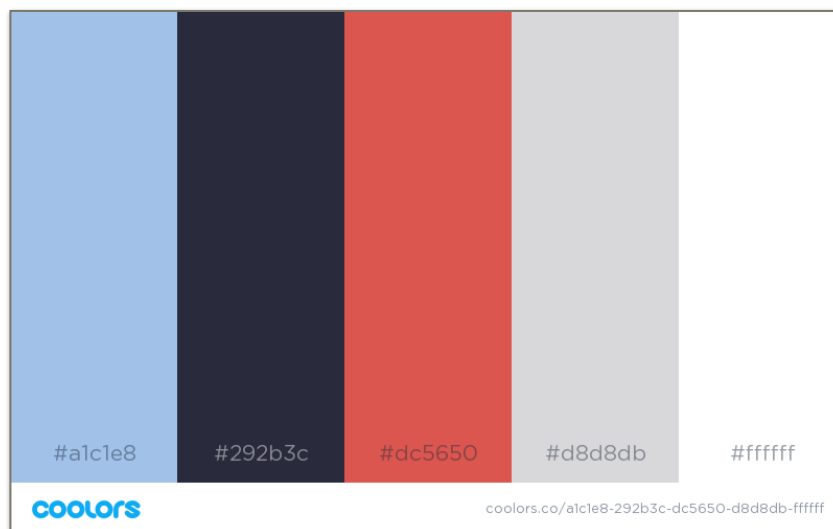
There will be 1 company logo



Credit given to <https://www.designevo.com/> for the free logo

## Color Palette

The color palette below was chosen to best represent the theme of the desired website and to still maintain branding and readability. Color will be used sparingly on the page to put emphasis on photos or other elements. If possible a light background with dark text will be used for the body of the document. In the navigation area and footer dark elements will be used with light text.



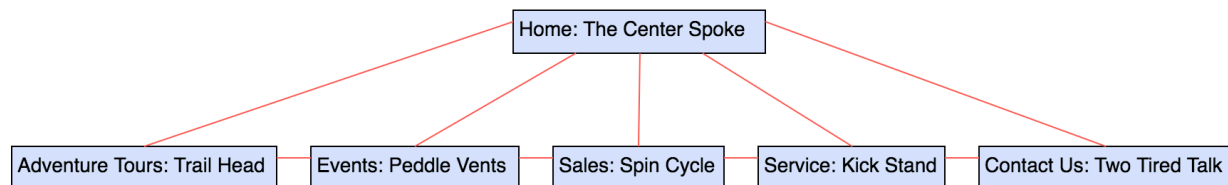
Primary Text	Accent	Accent	Accent	Background
#292b3c	#a1c1e8	#dc5650	#ffffff	#d8d8db

# Typography

Selected fonts to be used are the following. Once implemented into the design the decision will be made to narrow down the selection to three or four preferred fonts to reduce the page load time.

- Captions font-family: 'Encode Sans', sans-serif;
- Paragraphs font-family: 'Montserrat', sans-serif;
- Paragraphs font-family: 'Josefin Sans', sans-serif;
- Sub-Headings font-family: 'IM Fell DW Pica SC', serif;
- Heading font-family: 'Frijole', cursive;

# Layout



## Site Map

From the map above we can see that we will eventually have the Home page and five sub or child pages.

The lines that connect them all together indicate that each page should be accessible from any other page.

## Wireframes

Three wire frames will be employed for this site. One for each screen size format option. Smartphones, tablets, and large screen. The format displayed will be determined by media queries.

### HEADERS:

In the Small format the navigation menu will utilize a hamburger menu, in the medium and large formats The nav menu will display below the header in the format below and will utilize way-finding.



# The Mountain Spoke

Your Spokes People

Center Spoke

Trail Head

Peddle Vents

Spin Cycle


Kick Stand

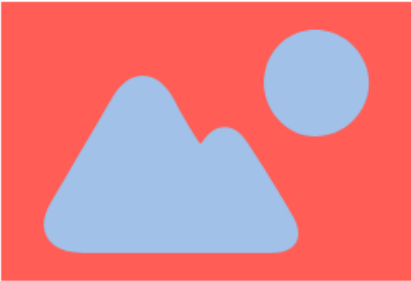
Two Tired Talk

## CONTENT PAGES:

The content pages will follow a similar model to the frame below. There will be a leading image to identify with the page, at least one to two images relevant to the content on the page. On the Kick Stand page there will be a table to give pricing and on the Peddle Vents page there will also be a form with inputs to sign up for events.

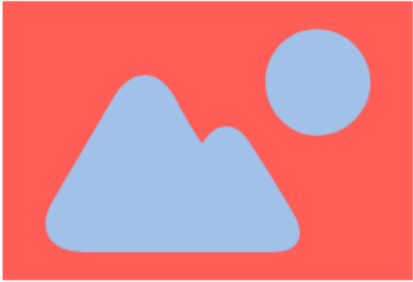
Header





▼ Head 1	▼ Head 2	▼ Head 3	
Cell 1	Cell 2	Cell 3	<input type="checkbox"/>
Cell 4	Cell 5	Cell 6	<input checked="" type="checkbox"/>
Cell 7	Cell 8	Cell 9	<input type="radio"/>
Cell 10	Cell 11	Cell 12	<input type="radio"/>

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Footer

## FOOTER:

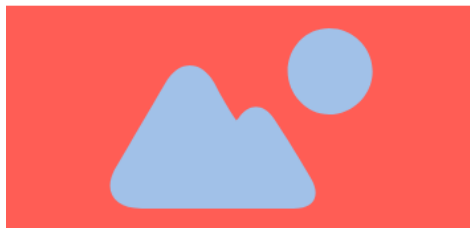
The footer will contain the relevant information to give references or quick access to contact information for the business.

## SMALL VIEWS: Phones and Tablets

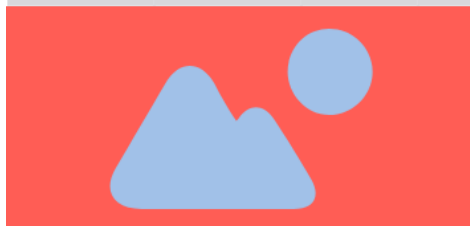


### The Mountain Spoke

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▼ Head 1	▼ Head 2	▼ Head 3	
Cell 1	Cell 2	Cell 3	■
Cell 4	Cell 5	Cell 6	☑
Cell 7	Cell 8	Cell 9	●
Cell 10	Cell 11	Cell 12	○



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Footer