



~SCOOTS

OVERVIEW

~Scoots rents motorized scooters and vehicles on the island of Cozumel, Mexico. We cater to both visitors and locals who need a fun way to explore the island. We can accommodate groups of various sizes, including cruise-tours. We are conveniently located near the Playa del Carmen-Cozumel Ferry dock in el Centro de Cozumel and have a second location near the Terminal Puerta Maya. Renting scooters is easy both in person and online.

PURPOSE

Many people prefer to plan their vacations ahead of time from the comfort of their own homes. The ~Scoots website will allow potential renters the chance to review the rental options and gather information about each vehicle. They can also find information about rental prices and policies. Users will also be able to see where they might want to travel on their ~Scoots vehicles and what they could see.

AUDIENCE

Potential users of the site include all people who come to visit Cozumel and want to rent scooters. This would include people who are vacationing independently, either alone or with friends or family, as well as people who come to visit on cruise ships. There may be large groups from the cruise ships on planned excursions or it could be small parties who want to explore independently. People who are local to the island may also use the site to book rentals at a reduced price. Users will generally be wealthy enough to afford travel, but most middle-class incomes will accommodate travel to Mexico. Ages will vary, but renters must at least be old enough to have a drivers license.

PERSONAS

PETER FREEMAN

- Age: 30-35
- Occupation: Mid-Level Manager
- Income: \$50-60,000
- Education: Bachelor's Degree
- Family: Wife and 2 school aged children
- Experiance: Uses sites 1-2 times per year
- Access to site: Mostly from a computer at home. Also from a phone to find locations.

Peter is planning a trip to Cozumel for his family and wants to know the options for siteseeing while he is planning the trip at home. Looking for fun and family friendly way to travel around the island.

SUSAN EAGERTON

- Age: 50-60
- Occupation: VP of Operations, Multi-national corporation
- Income: + \$150,000
- Education: College graduate
- Family: Husband, and 2 grown children
- Experiance: From tablet and phone.
- Access to site: Occasionally

Susan is planning a cruise trip with her husband. Looking for alternate activites to the planned cruise excursions, which they have seen on previous trips.

SCENARIOS

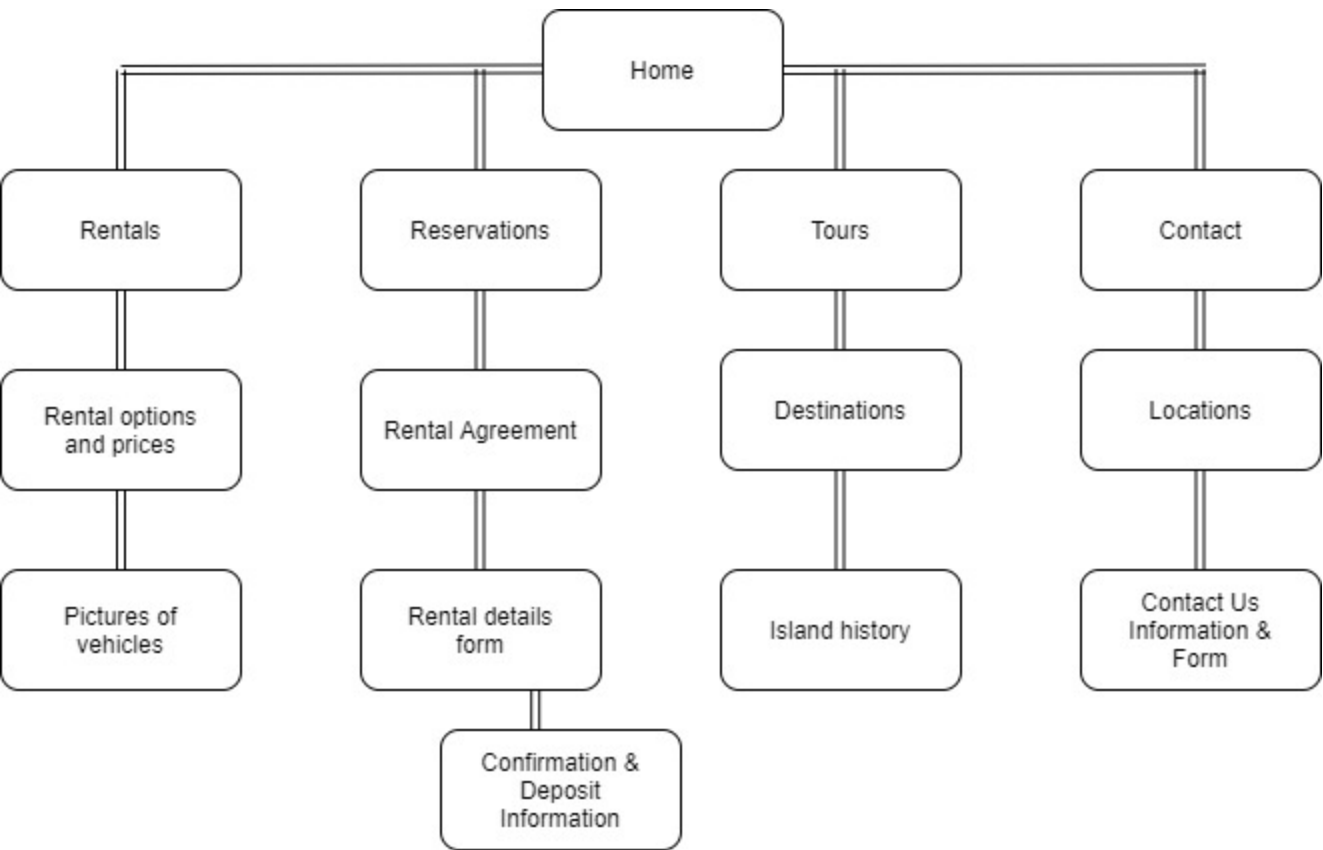
- Where can I rent scooters on Cozumel?
- What should I go see?
- Will the weather ruin my plans?
- What will my planned transportation cost me?

BRANDING

WEBSITE LOGO



SITE MAP



STYLE GUIDE

COLOR PALETTE

Palette URL:<https://coolors.co/ddfff7-93e1d8-722308-f5e0ad-462255>

Primary	Secondary	Accent 1	Accent 2	Accent 3
#DDFFF7	#462255	#93E1D8	#722308	#F5E0AD

TYPOGRAPHY

HEADING FONT:

LOREM IPSUM DOLOR SIT AMET.

PARAGRAPH FONT:

Paragraph text is used to describe the content of the page. It is typically used to provide information, explain a concept, or tell a story. The text is usually written in a standard font size and weight, and is often indented from the left margin.

Lorem ipsum dolor sit amet.

NORMAL PARAGRAPH EXAMPLE

Paragraph text is used to describe the content of the page. It is typically used to provide information, explain a concept, or tell a story. The text is usually written in a standard font size and weight, and is often indented from the left margin.

Lorem ipsum dolor sit amet consectetur adipisicing elit. A quisquam praesentium sed perspiciatis aut quis doloremque magnam dignissimos, pariatur laboriosam eveniet accusantium, velit corporis! Accusamus possimus optio officia obcaecati corrupti amet, illum sint necessitatibus excepturi laudantium! Sunt enim odit libero repellat, placeat cumque, dicta blanditiis atque, unde reprehenderit qui tenetur!

NAVIGATION

[Home](#) [Rentals](#) [Reservations](#) [Tours](#) [Contact](#)

HOMEPAGE WIREFRAMES

SMALL LAYOUT

Logo

~Scoots
Scoot around in style

Hamburger Menu/Navigation

Hero Image

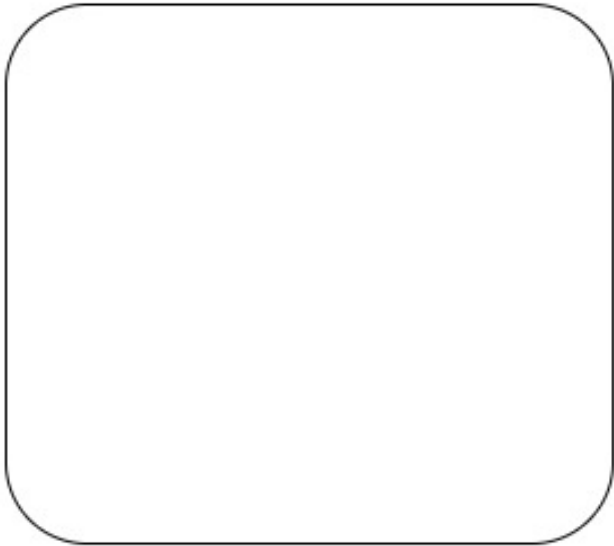
Call to Action

Weather

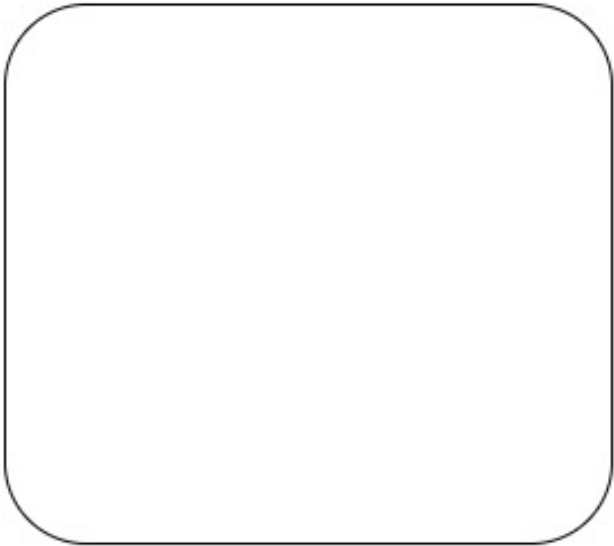
Summary

Forecast

Picture
of
Cozumel



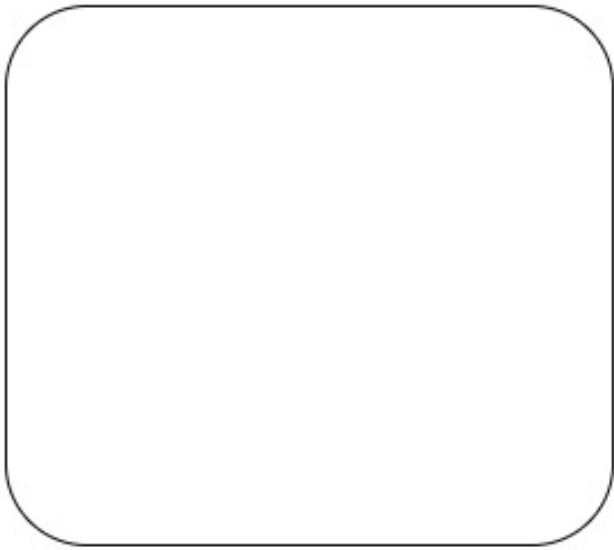
Rental
info



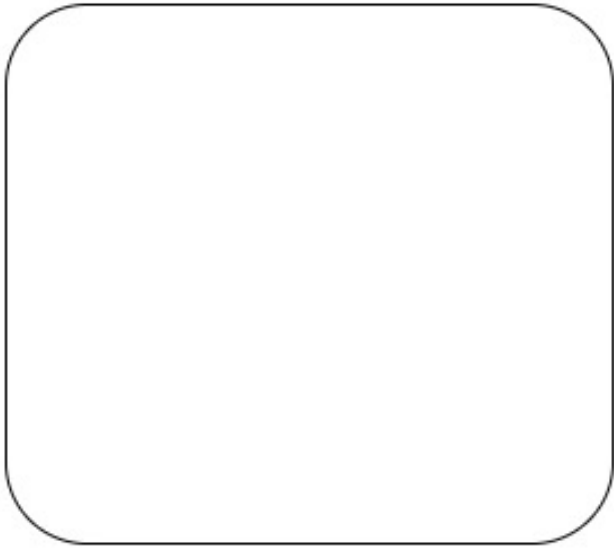
Rental
info



Picture
of
Cozumel



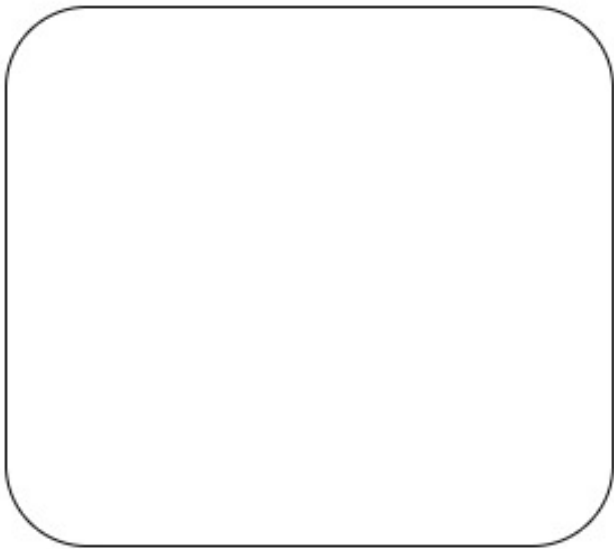
Rental
info



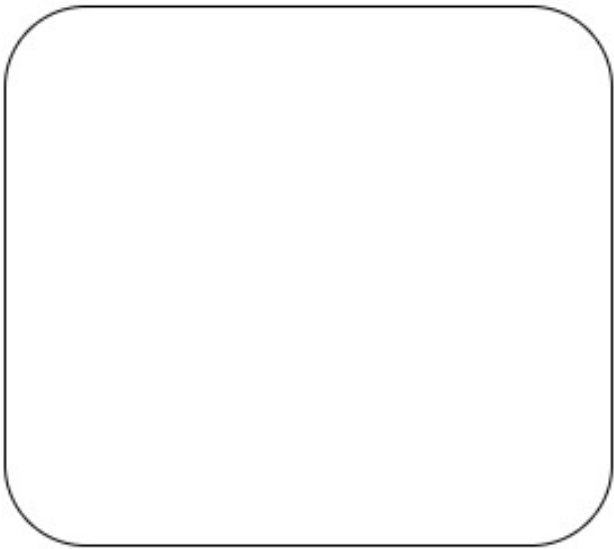
Rental
info



Picture
of
Cozumel



Rental
info



Rental
info

Contact Info & Footer

MEDIUM LAYOUT

Logo

~Scoots

Scoot around in style

Navigation

Hero Image

Call to Action

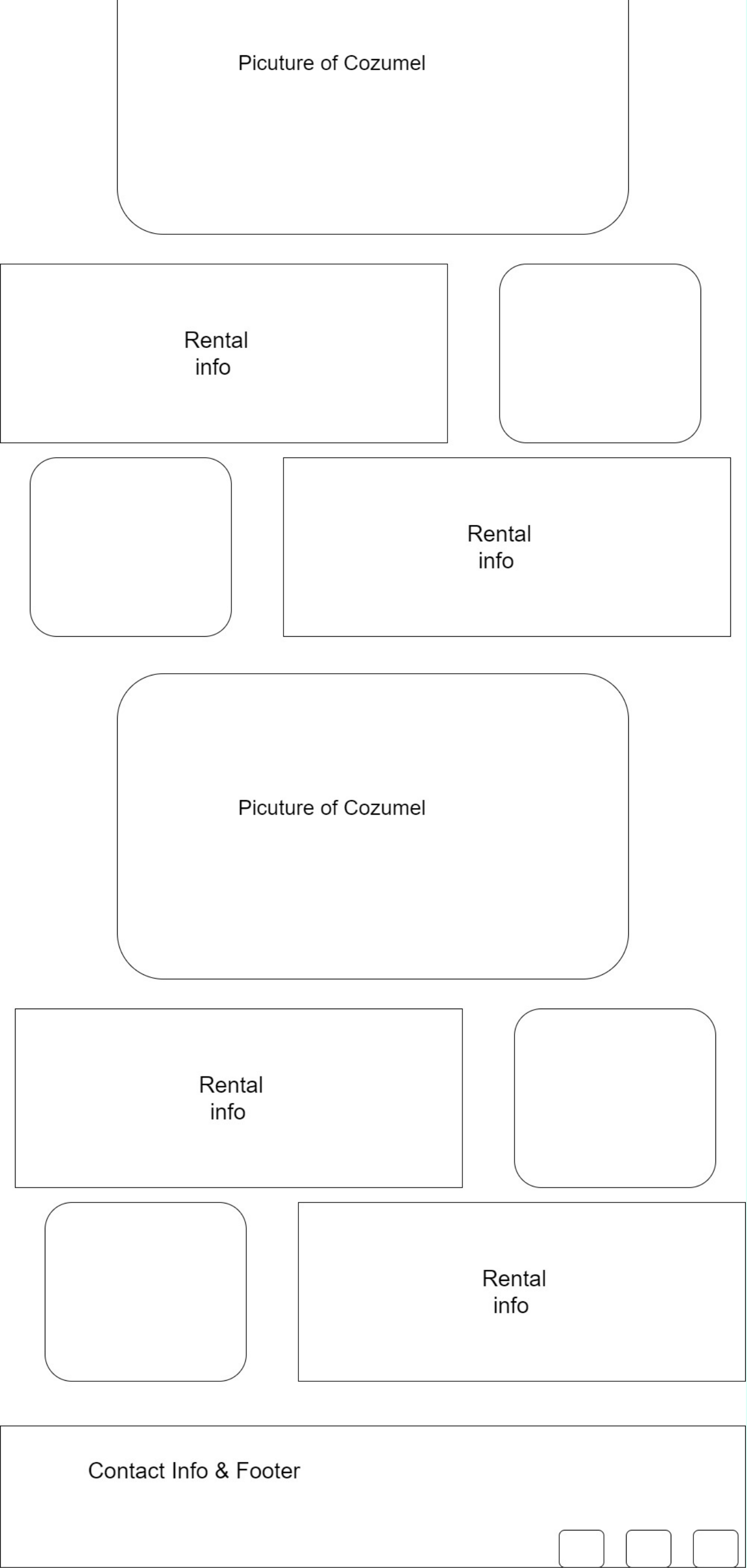
Weather Summary

Weather Forecast

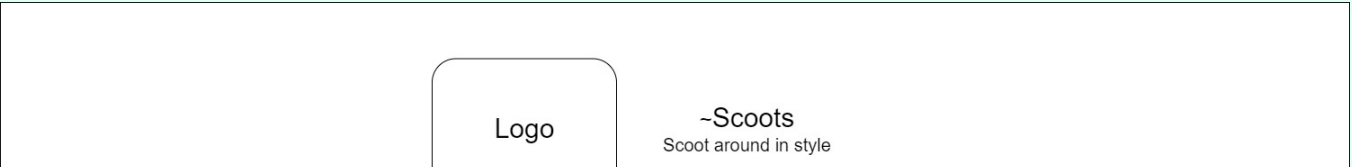
Picuture of Cozumel

Rental info

Rental info



LARGE LAYOUT

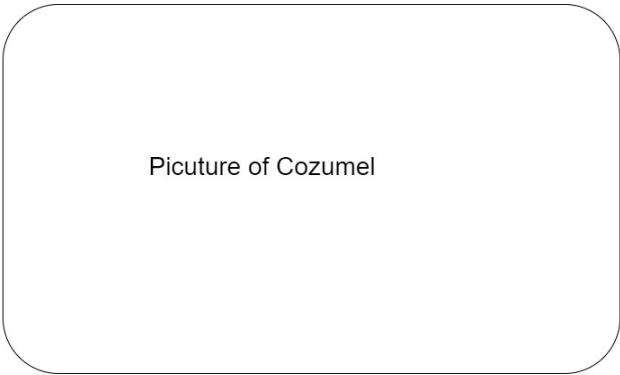


Hero Image

Call to Action

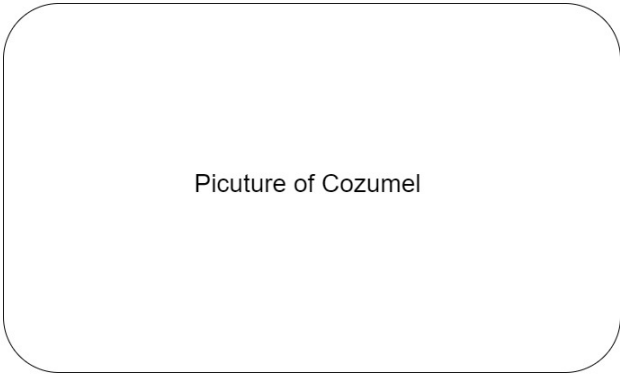
Weather Summary

Weather Forecast



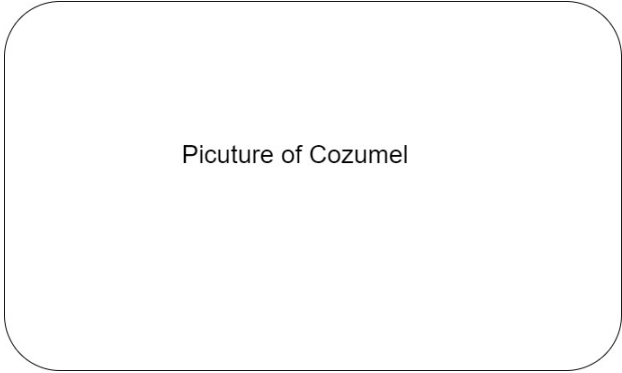
Rental info

Rental info



Rental info

Rental info



Rental info

Rental
info

Contact Info & Footer