



~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 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.

BRANDING

WEBSITE LOGO



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:

Lorem ipsum dolor sit amet.

NORMAL PARAGRAPH EXAMPLE

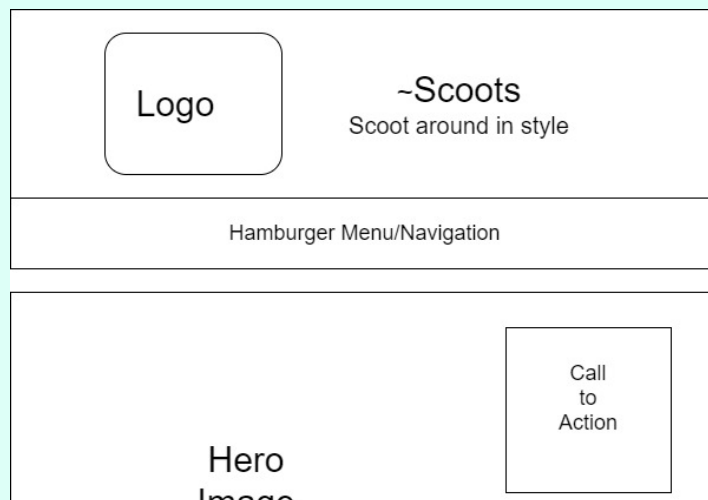
Lorem ipsum dolor sit amet consectetur adipisicing elit. A quisquam praesentium sed perspiciatis aut quis doloremque magnam dignissimos, pariatur laboriosam eveniet accusantium, velit corporis! Accusamus possimus optio officia obcaecati corrupti amet, illum sint necessitatibus excepturi laudantium! Sunt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

NAVIGATION

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

HOMEPAGE WIREFRAMES

SMALL LAYOUT



image

Weather

Summary

Forecast

Picture
of
Cozumel

Rental
info

Rental

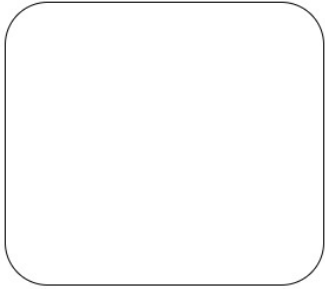
Rental
info

Picture
of
Cozumel

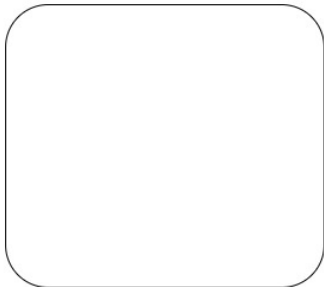
Rental
info

Rental
info

Picture
of
Cozumel



Rental
info



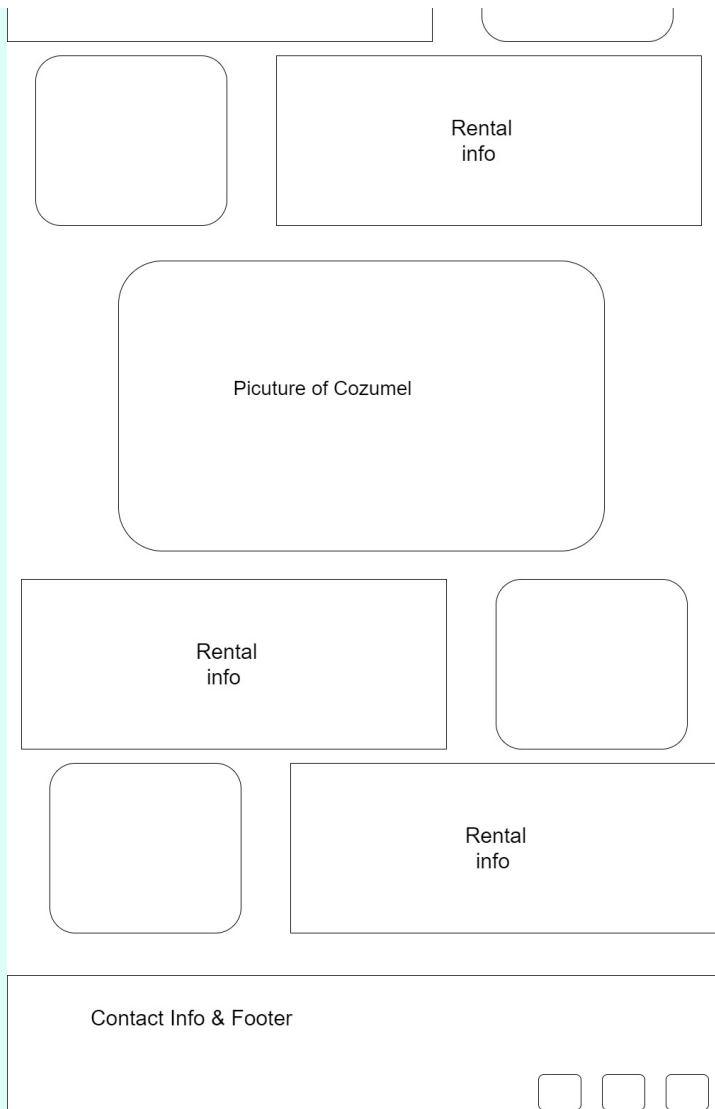
Rental
info

Contact Info & Footer

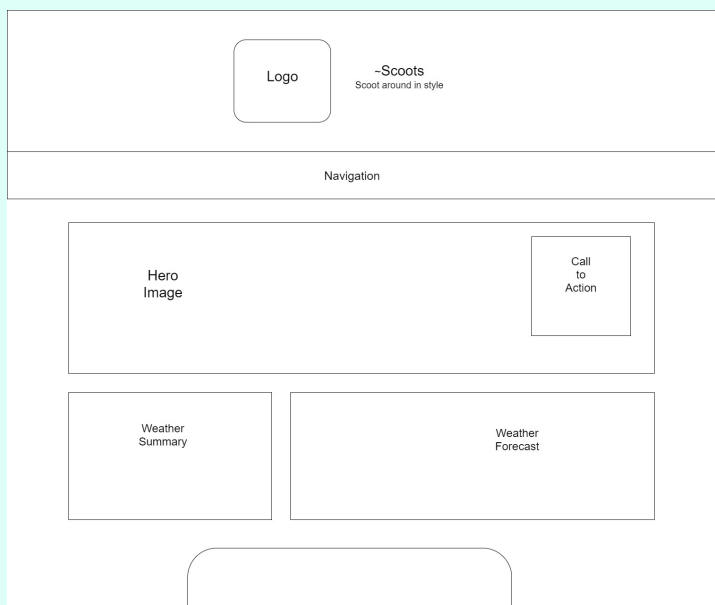


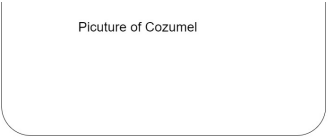
MEDIUM LAYOUT

<div>Logo</div> <div>~Scoots Scoot around in style</div>	
Navigation	
<div>Hero Image</div> <div>Call to Action</div>	
Weather Summary	Weather Forecast
<div>Picuture of Cozumel</div>	
Rental info	
	Rental info
<div>Picuture of Cozumel</div>	
Rental info	



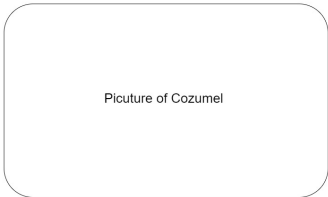
LARGE LAYOUT





Rental
info

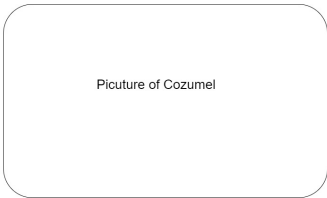
Rental
info



Rental
info



Rental
info



Rental
info

Rental
info



Contact Info & Footer

