# **Client Profile**

**Name:** Family Bicycles:

**Industry:** Bicycles

**Products:** Bikes for riding, not off-road/mountain bikes. Bikes for kids, family-oriented bikes, bikes for the street, etc. Primarily mechanical bikes. Financing and leasing for expensive bikes is available.

**Services:** Maintenance, repair, anything related to mechanical bikes and bike parts/accessories will be sold here. Bike customization and special custom painting/detailing/decal services are available. Events are held on-grounds, some with a small entry fee and some without. Raffles are held to win prizes (bike accessories, bikes, gift card, etc.). Obstacle course event for children, free admissions. Partner with local charity to help fundraise for low-income families to get bicycles.   
Contact Information:

Family Bicycle   
1234 Bicycle Drive, Raleigh NC,27602  
(919)-555-3498

Hours of Operation:  
Mon ~ Fri – 7am to 7pm  
Saturday – 12pm to 5pm  
Sunday – Closed  
Holidays - Closed

# **Brand**

Family Bicycle tries to place an emphasis on the values of family and engaging with one another in meaningful ways. Family Bicycle tries to help anyone get a bike if possible and supports low-income families by offering free or discount bicycles and bicycle financing. The brand is very wholesome and family-friendly, with emphasis on outdoor activities and bonding through biking.

# **Goals and Objectives**

- To attract customers in general

- To increase awareness of a locally owned bike shop

- Help share passion for bikes with others

- Promote services (bike servicing and maintenance)  
 - Increased awareness about events   
 - Provide a platform that gives access to event registration  
 - Increased awareness about financing opportunities

# **Deliverables**

# First deliverable will be seven HTML pages coded to create the structure of the website, and proper navigation and form code will be implemented (limited content added, purely structural formatting via HTML).

# - Second Deliverable will be the addition of all content for previously created pages. Pages should be ready to have content added to them with minimal formatting or structural reconfiguration. This should include adding text, images, and external links.

# Third deliverable will be implementing all of the styling needed to meet customer expectations and reflect the values of quality web development. This should be done via an external CSS stylesheet and all design should be implemented with responsiveness in mind, as well as the customer design specifications.

# Fourth Deliverable will be a thorough testing of the website, code validation, and checking website styling and structure to be consistent with responsive web design values. Proof of code validation will be included in the websites folder.

# **Competitors**

# Competitors that are within a 25 miles radius of the shop are:

# Cycle Logic Bike Shop (RALEIGH, NC), 18 miles from customer location.

# The Bicycle Chain & The Clean Machine (RALEIGH, NC) 9.2 miles from customer location.

# Oak City Cycling (RALEIGH, NC) 5.5 miles from customer location

# Family Bicycle will be the closest one within proximity to most of the target audiences.

# **Target Audience**

Target audience includes local families and residents of the surrounding area. This includes Men and Women, aged between 24 and 65, with at least one child aged between 3 and 16. Suburban location will attract families in local neighborhoods. We expect to target families with an income of $65,000 ~ $100,000 a year [per household]. Local faith groups will be targeted as well, to fundraise and accommodate products to lower-income families for their children.

# **Web Design Requirements**

Uniform styling across all pages via external stylesheet. Sans Serif font-family, content text between 14px ~ 16px. Borders will be soft, no jagged edges. Colors will be soft (such as earth-tones, blues, greens, teals, etc.) will also seeming alive and attractive (avoid bland and grey hues of soft colors). Image placement will be relevant to content, images will not be oversized. Pleasant gradients should be used.

# **List the Design Requirements and Specs**

* Use stock images of people riding bicycles and families together, as well as any stock image relevant to page content (raffle or tickets for the raffle event registration form page, etc.)
* Uniform placement of images on pages, as well as unform placement of content across all pages.
* All pages should share most of their structure and design cues, while differing in content. Placement should remain consistent to create a neat and organized look.
* Warm colors
* Font complimentary to coloring (softer font)
* Softer design cues

# **Schedule**

|  |  |
| --- | --- |
| Deliverable | Deadline |
| HTML [structure] + functional navigation / forms. | 11/2/2022 |
| Content (text/images/links) incorporated into pages. | 11/6/2022 |
| CSS [styling] applied to all pages via external sheet. | 11/12/2022 |
| Website tested for proper RWD and code validation. | 11/15/2022 |

# **Final Project Due: Some time in November ???**