# **Client Profile**

***Name:***Vicious Cycles

***Industry:***Bicycle shop

***Owner Bio:*** *“*After spending my whole life on pedals, finishing my degree in mechanical engineering, and working for two large companies making bikes I decided to change my priorities in life. I’ve never been good at sitting in an office waiting for Friday to come so, decided to start being self-employed. While I started off with engineering projects for companies in the bike industry, I also began to make notes and write down ideas for the bike I would make myself. I soon felt that my excitement wasn’t going to get any less and decided to explore the road of what has now become Vicious!”

***Products:*** Various bicycles, including casual bikes, mountain bikes, high-performance BMX bikes, etc. Outdoor gear and accessories such as backpacks, water bottles, bike attachments, etc.

***Services:*** Provides in-shop repairs, customizations, and building of new custom bikes. They additionally hold trade shows every year, creating an annual event.

# **Brand**

The core selling point for Vicious Cycles is their custom bicycles, giving customers the freedom to fulfill their cycling dreams for whatever purposes they may have for them. Vicious Cycles formulates their image around trust and passion for cycling by providing high-quality with reasonable prices. The focus is around the spirit of cycling, conveying themes of style, quality, power/speed, and freedom.

# **Goals and Objectives**

***Goal:* Create an online presence within the local community**

* Create a home page that exemplifies the brand and passion
* Provide means of quick searching to find Vicious Cycles easily online.

***Goal:* Allow customers to see details of the store and purchase goods online**

* Create an intuitive navigation system that allows customers to view exactly what they are looking for.
* Insert fields for customization options, pre-builds, and accessories.

# **Deliverables**

Provide a site that allows for customers to explore new builds and attachments that excite their creativity and passion for cycling. Focus on the bikes and orient the design around the “spirit of cycling.”

# **Competitors**

# Oak City Cycling:

# OCC has a strong focus on the community, with their social images and event calendar on the home page. Their design is gentle and welcoming, creating a very homely feeling.

# TREK:

# TREK orients a lot of their focus on their builds and variety. They also provide clean, waste-free, and even some recycled products to promote the ecosystem. They also hand repairs and assembly in store.

# **Target Audience**

The target audience is comprised of all ages, but the critical focus is that they are passionate about bicycles. Customers who recognize the well-known and high-quality brands are ideal, but they do no stray away from introducing new customers who are looking with a curious eye towards a more active lifestyle.

# **Web Design Requirements**

**Images:** Focus on cycling and an urban/street style. There should also be some natural imagery since there is a focus on the great outdoors alongside the mechanical simplicity of cycles.

# **List the Design Requirements and Specs**

1. Navigation
   1. About page
   2. Shop
      1. Primarily comprised of the accessories and apparel
   3. Customize
      1. Takes the customer to the customizable options for bikes, allowing them to create orders online
   4. Events
2. Hero image
   1. Should represent that free nature of riding a bike in the great outdoors.
3. Details
   1. A footer section containing shop hours, contact methods, etc.

# **Schedule**

|  |  |
| --- | --- |
| Deliverable | Deadline |
| Website repository | Sunday, 6/26/2022 |
| Home Page | Wed., 6/29/2022 |
| Customize Form | Wed. 7/6/2022 |
| Final Website | Sun. 7/10/2022 |

# **Final Project Due: Sunday, July 10th, 2022**