Website Planning Document

The Mountain Spoke

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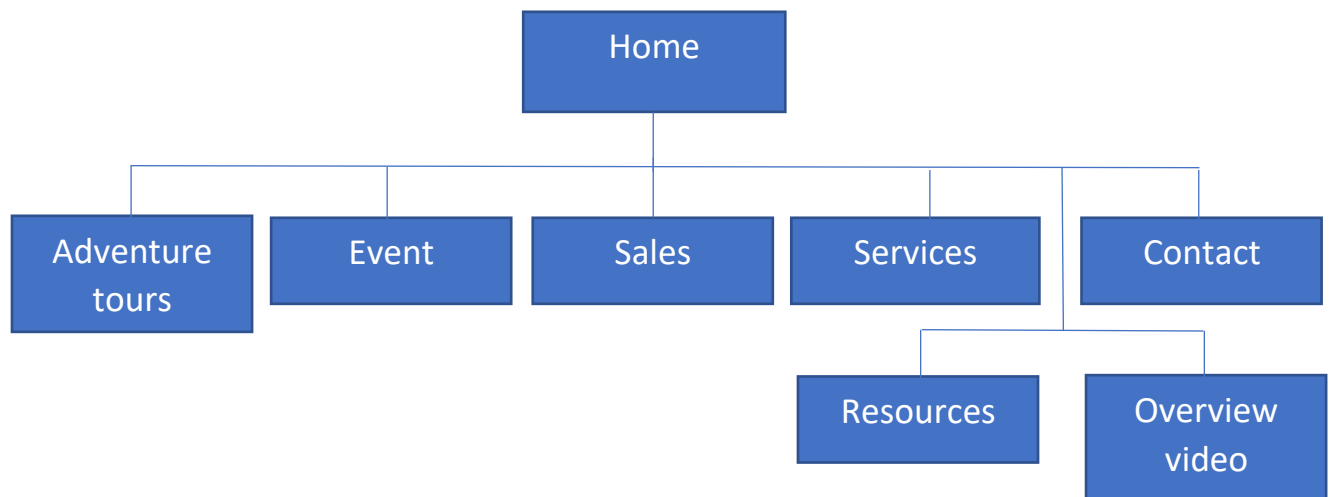
Site Purpose

The site purpose is to inform bicycle enthusiasts of the area of Bozeman, Montana and all other possibly interested bicyclists from other neighboring areas and other areas of the United States about the services of The Mountain Spoke company, products sold by this company and tours that are sponsored and organized by the company. The purpose is also to make them interested in purchasing the products sold through the retail store, use the services provided by the owner-operated company and to register for and participate in the tours.

Target Audience

The target audience mostly includes people who live in Bozeman, Montana. This group might include people of various ages, income, backgrounds, education levels, jobs but who are all united by their bicycle enthusiasm. Also target audience includes bicycle enthusiasts who live in the neighboring areas that are situated near Bozeman, Montana. The target audience might also include people from other areas of the United States and even people from throughout the world who might also become interested in coming and participating in the event and tours. The visitors will be accessing the site at different times of day and night with all classes of devices: large-wide-screened (desktop/laptop), medium-screened (tablet), and small-screened (smartphones).

Site Map

Color Scheme

Primary	Secondary	The First Accent	The Second Accent
#FC0012	#OA0604	#D4DBDB	#19B900

The Primary Color #FC0012 will be used for Logo, Company name, Highlighting Important information, the current menu tab, title and headings.

The Secondary Color #OA0604 will be used for Menu Tabs, main text, subtitles.

The First Accent Color #D4DBDB will be used for the background footer color of the website.

The Second Accent Color #19B900 will be used for Call to Action Buttons.

Typography

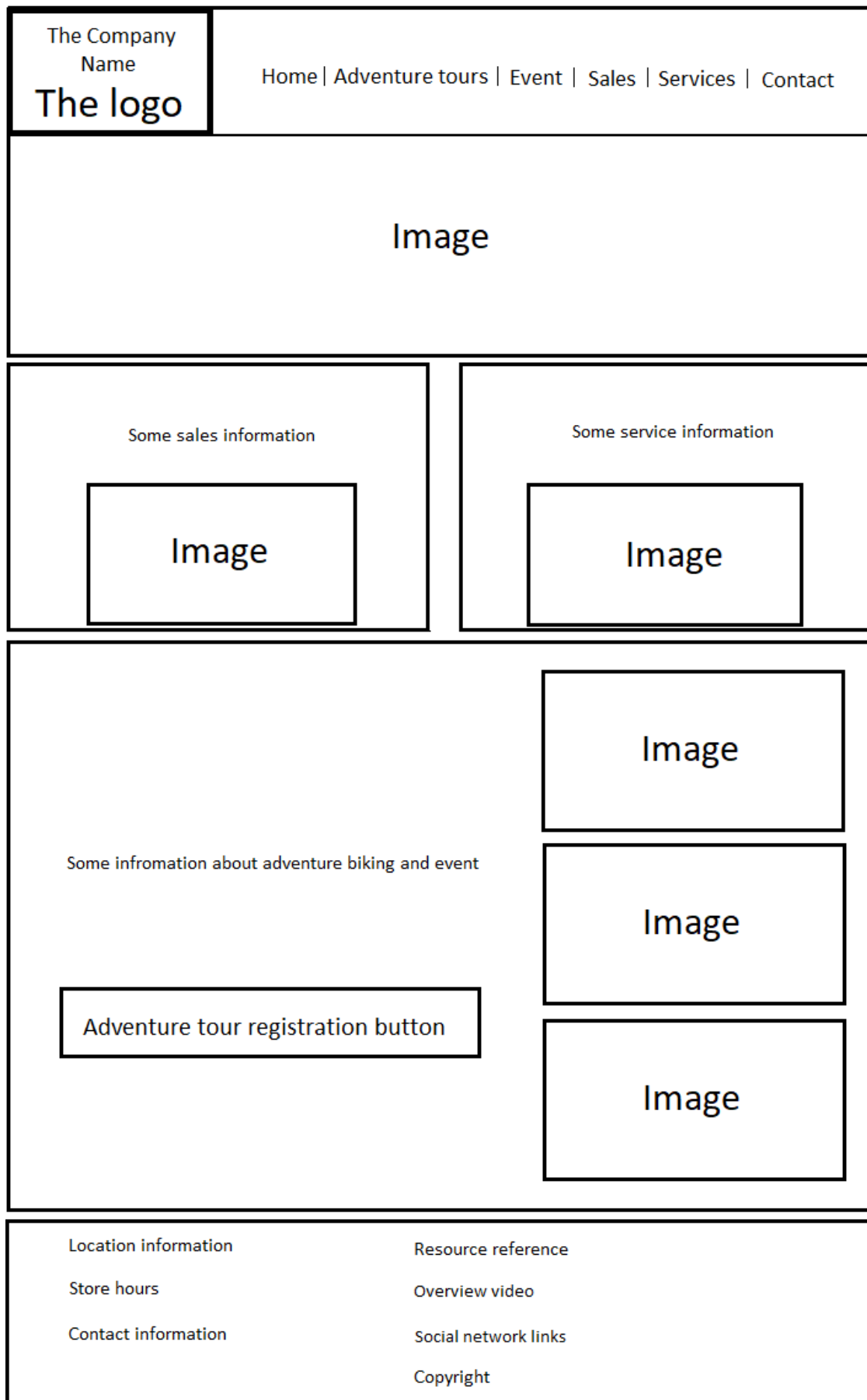The primary text fonts are Noto Sans, Hind and Carter One (stacked in that order).

Site header	Carter One	35px	#FC0012	**Sample**
Primary Navigation	Hind	25px	#FFF	Sample
Footer information and links	Hind	20px	#OA0604	Sample
Heading 1 (h1)	Hind	30px	#FC0012	Sample
Heading 2 (h2)	Hind	25px	#FC0012	Sample
Heading 3 (h3)	Hind	20px	#FC0012	Sample
Paragraph text (p)	Noto Sans	16px	#OA0604	Sample
Text links	Noto Sans	16px	#OA0604	Sample
Call to Action Buttons	Hind	25px	#FFF	Sample

Wire-Frame Sketches

The wire-frame sketch for large-wide-screened devices (desktop/laptop):

The Company Name
The logo

Home | Adventure tours | Event | Sales | Services | Contact

Image

Some sales information

Image

Some service information

Image

Some infromation about adventure biking and event

Adventure tour registration button

Image

Image

Image

Location information

Store hours

Contact information

Resource reference

Overview video

Social network links

Copyright

The wire-frame sketch for medium-screened devices (tablet):

| The Company Name
The logo | Home \| Adventure tours \| Event \| Sales \| Services \| Contact |

Image

Some sales information

Image

Some service information

Image

Some infromation about adventure biking and event

Image

Image

Adventure tour registration button

Image

Location information

Store hours

Contact information

Resource reference

Overview video

Social network links

Copyright

The wire-frame sketch small-screened devices (smartphones):

The logo

The Company Name

| Home |
| Adventure tours |
| Event |
| Sales |
| Services |
| Contact |

Image

Some sales information

Image

Some service information

Image

Some infromation about adventure biking and event

Adventure tour registration button

Image

Location information

Store hours

Contact information

Resource reference

Overview video

Social network links

Copyright