

DURANGO BIKE COMPANY



Research

Durango Bike Co.

Audience

Durango Bike Co. is a boutique bike manufacturer out of Durango Colorado. Their primary audience is adults, 25-45 years old with household incomes greater than \$80,000 a year. Durango Bike Co. prides itself in being authentic and mindful. Bikes are hand built in the USA, with American made parts/companies sourced wherever possible. Durango Bike Co. is mindful in that it creates its bikes using 100% solar power. This positions Durango Bike Co. in a great position in a niche bike market. According to IMBA 40 million Americans mountain bike each year (IMBA), with enthusiasts driving the 6.1 Billion dollar bicycle industry (NBDA).

Goals

Our goal with this redesign is to portray the hand built, boutique style of Durango Bike Co. bikes with a redesign of a similar outstanding quality in no more than five pages. This will include a complete redesign of the Durango Bike Co. website matching the outdoor nature of bicycling giving it a quality appearance up to par with modern web & design standards, allowing it to reflect the quality of Durango Bikes. We will accomplish our goals through changes to the color palate, navigation, logo, layout, and design, utilizing vector based design and high quality photos.

Technical Considerations

Our design will be built to last into the future. The redesign will be built responsive from the beginning and will work on all screens including cell phones, tablets, and computers. To accomplish this all graphics wherever possible will be scalable using the SVG format. A contextual menu that responds with screen size will be included to offer more navigation options and settings for mobile uses. Our last consideration is to take advantage of social media, we need to make our site interact with these services with ease, and this will increase word of mouth advertising.

Logo

Selected bike

Contact us

Home

Selected bike/drop down

Bike specs

Geometry

Details

Innovation

Reviews

Order

Rotating gallery/
Content section

Picture selection/
Content navigation



Navigation indication





Roboto thin

Durango Bike Co.

Chunkfive 24pt

Franklin Gothic Book 14pt

Home

Franklin Gothic Book 12pt

Features

Colors

Geometry

Innovation

Reviews

Order

Moonshine 650b ▼

Sea Blue

61,67,67

#3d4343

Grey

147,159,152

#939598

Dirt brown

114,102,88

#726658



Durango Bike Co.

Home

Moonshine 650b ▾

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Durango Bike Co.

[Home](#)[Moonshine 650b ▾](#)[Features](#)[Colors](#)[Geometry](#)[Innovation](#)[Reviews](#)[Order](#)

As they say “the devil is in the details”...this bike has wicked SRAM, Industry 9, Thomson, Chris King, and Cane Creek components that no one else in the industry is willing to make standard and cost effective.

650b Wheels

160mm Travel

Horst Link Rear Suspension

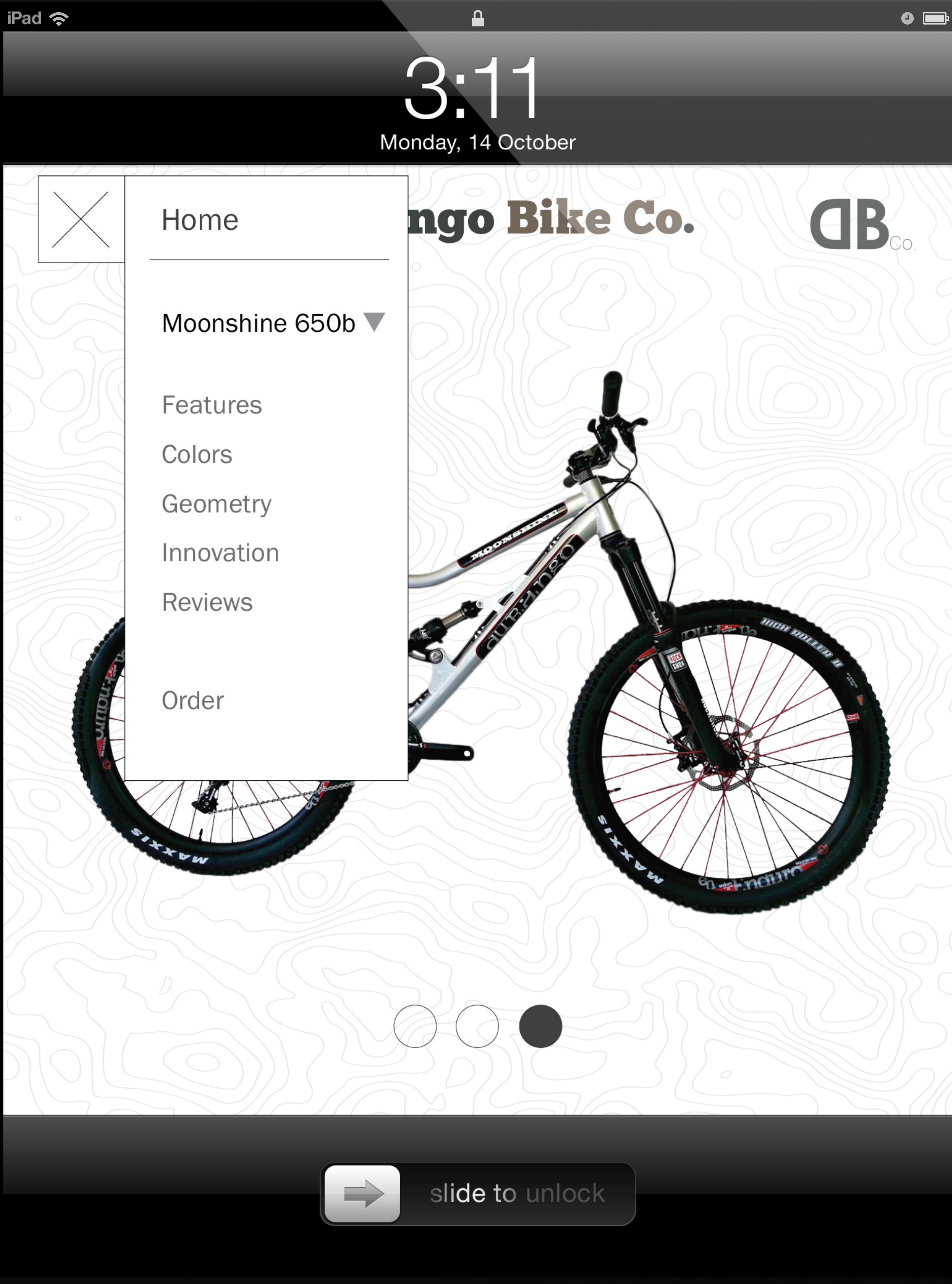
X01 Drivetrain

Oversized 44mm Head Tube

12x142 Rear end

73mm Bottom bracket





3G

9:41 AM



Home

Moonshine 650b ▾

Features

Colors

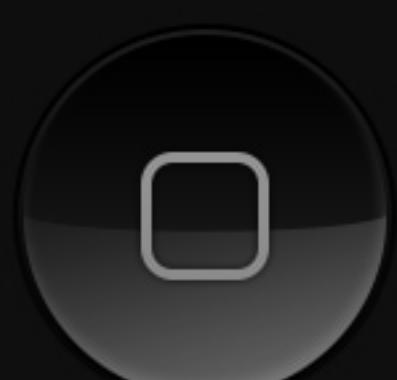
Geometry

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Bike Co.



Summary

The final design is created to showcase the bikes, and give Durango Bike Company a boutique bike feel, and represent upscale bikes. The colors and typography were chosen to give the site a clean neutral appeal.

The site is based off of single page hybrid navigation which includes a left hand column for secondary navigation, and section titles. Doing so keep the emphasis on the products offered while remaining stylish.