**Site Purpose**:

The purpose of my Scoots site is to provide an exceptional experience for customers to easily, quickly, and efficiently make a rental reservation. My site is meant to provide the information in a simple to understand format and provide customers with all they need to make a confident rental decision for their time on Cozumel.

**Target Audience**:







Research who the website visitors will be by discovering the industry, visiting similar sites and asking your friends, family or acquaintances through an informal survey about the industry. You may elect to develop [personas (Links to an external site.)](https://www.usability.gov/how-to-and-tools/methods/personas.html) for the distinct type of site visitors. This section should describe the target audience being judicious about the selection of the most plausible demographics.

**Site Map**:

The site map is a sketch of all the website pages and references. It should illustrate the relationship between those pages.

**Color Scheme**:

The color scheme refers to the carefully selected site colors that reflect the organization's purpose and trademark colors. Note the organization does not have established colors for brand identity. The planning document defines the color scheme through a color palette that labels color style definitions and swatches for site elements.

**Typography:**

The project specifications require that you utilize the directory of open source designer web fonts provided by Google Fonts. The typography section of the planning document provides examples of the fonts to be used and where they are to be applied.

**Wireframe Sketches:**

Produce wireframe sketches of at least the home page of the site design considering the purpose, specifications, and target audience. You should include sketches for small, medium, and large views respectively meaning smart phones, tablets, and large width monitors.