

Website Planning Document

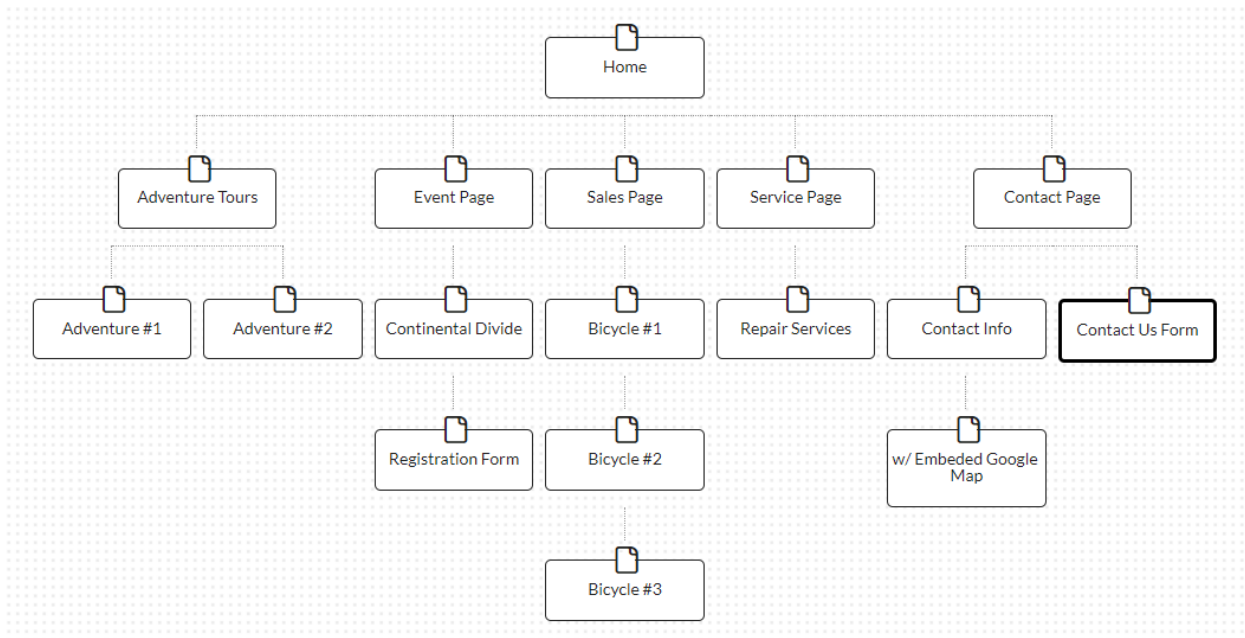
The Mountain Spoke

Author: Amy E. Storrs

Site Purpose: To attract visitors to the website, and thus increase visitors to the store, which will increase profits.

Target Audience: 25-50 year old adults that are engaged in cycling sports

Site Map:



Color Scheme: #008080 (Teal) and #708090 (SlateGrey)



Title: Teal for the first letter of each of the words in the business name; TMM

Navigation Bar: Slate Grey Font with Teal highlighter when option is hovered over

Headers: Slate Grey lines with Teal header font

Typography:

Site Header: Alfa Slab One, Black and Raleway, Black

Primary Navigation: Raleway, Black

Footer Navigation: Raleway, Black

All Headings: Molengo, Black

Paragraph Text: Raleway, Black

Wireframes:

Small:

The Mountain Moose Ride the Mountain Journey	Logo Image
HOME	
ADVENTURE TOURS	
EVENTS	
SALES	
SERVICE	
CONTACT US	
General Image	
Text: Call to Action Sign up today for an adventure tour Register for the Continental Divide Ride	
Adventure Tours Image/Link	Continental Divide Video
Sales Image/Link	Service Image/Link
Text: Contact Us	
Footer	

Medium:

The Mountain Moose Ride the Mountain Journey					Logo Image
HOME	ADVENTURE TOURS	EVENTS	SALES	SERVICE	CONTACT US
General Image					
Text: Call to Action Sign up today for an adventure tour			Text: Call to Action Register for the Continental Divide Ride		
HEADER: Adventure Tours & Events					
Adventure Tours Image/Link			Continental Divide Video		
HEADER: Sales & Service					
Sales Image/Link			Service Image/Link		
Text: Contact Us					
FOOTER					

Large:

The Mountain Moose Ride the Mountain Journey					Logo Image
HOME	ADVENTURE TOURS	EVENTS	SALES	SERVICE	CONTACT US
General Image					
Text: Call to Action Sign up today for an adventure tour			Text: Call to Action Register for the Continental Divide Ride		
HEADER: Adventure Tours & Events					
Adventure Tours Image/Link w/ Text Below					
Continental Divide Video w/ Text Below					
HEADER: Sales & Service					
Sales Image/Link w/ Text Below					
Service Image/Link w/ Text Below					
Text: Contact Us					
FOOTER					